

Texas Library Journal

VOLUME 92, NUMBER 2 • SUMMER 2016

POWER UP at Your Library • Sept. 15

IDEAS

LET'S GO EXPLORE

Gotta Love Reading!
JES Rocks!

The best place to READ
"LIBRARY"
Nancy C. Garcia
TLA 2016
Gen. R. Sanchez Elom

We used our "over-loved" books to give to students for Summer Reading!

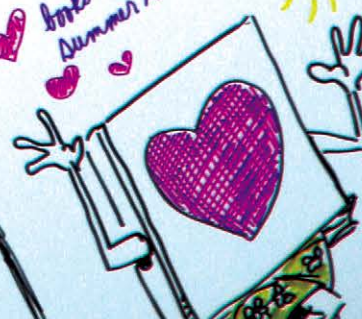
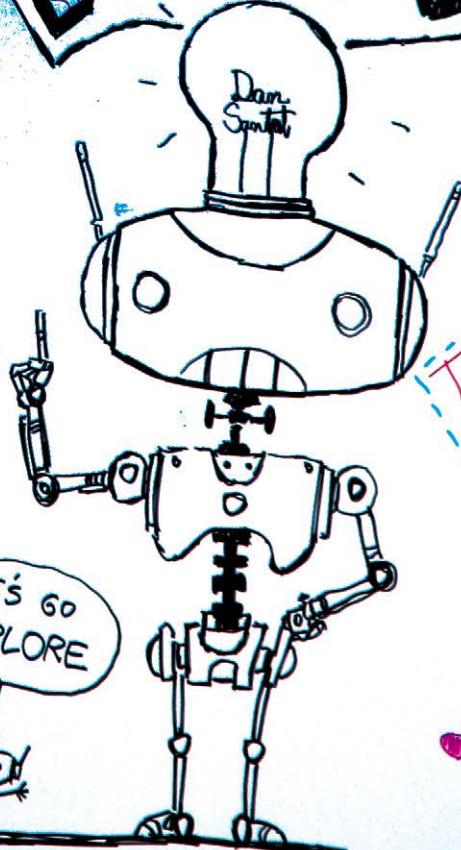
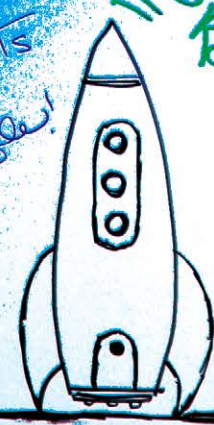
Pogo Robotics Club
Telugani Research

App Time—digital storyline for using iPads
Pura Blue Library System

UT-San Antonio Lib provide "Peer Coaches" to help law students use library resources, services & spaces!

I love my Librarian at B... She hid me to a... thoroughly enjoy...
Thank Reading teachers love books so that pass that love onto their students!
J. Maria S. Anna State University

HEY THAT'S NEW!
Most local Artists... Students who are... Artists... Boys for students... can create or enhance school projects.
Coding before school.
Lead Students to Google!



ALSO IN THIS ISSUE: Mentoring Library Students, Legacy Giving, Open eBooks, Conference Wrap Up, and More

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- Editor Gloria Meraz
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Texas Library Journal (ISSN 0040-4446) is published quarterly in spring, summer, fall, and winter by the Texas Library Association, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Periodicals Postage Paid at Austin, Texas. POSTMASTER: Send address changes to Texas Library Journal, 3355 Bee Cave Road, Suite 401, Austin, Texas 78746-6763. Subscription price: to members of TLA, 94 cents, included in annual dues; to nonmembers, \$25 per year for domestic, \$30 out-of-country. Single issues: \$7.

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Curiosity

Didn't
it kill
the cat?

A Fatal Feline Disorder?

As planning started for the 2017 conference last fall, I presented three values to the Program Committee that I hoped would permeate the conference: curiosity, innovation, and passion. It only makes sense to dedicate one column to each of these values.

I believe that most librarians tend to be curious people. My personal definition of curiosity is “a strong desire to know something.” However, if another definition is “an information need,” then by most measures we serve curious people. And curiosity is a good thing, right? After all, it keeps us current and drives our profession. We often wrap ourselves in our user’s information needs, pursuing answers beyond normal expectations in order to satisfy their curiosity as well as our own.

But wait – is curiosity really a good thing? Didn't it kill the cat? I was a college student before I realized not everyone considered curiosity to be a positive trait. Who remembers hearing groans when a classmate asked *why?* or *what if?* I should have shouted *Eureka!* when I realized that people could be separated into two distinct groups: the cool and the curious.

As kids, who were our champions? Popular American folk heroes include the likes of Daniel Boone, Davy Crockett, and any character played by John Wayne, as well as sports stars, like Roger Staubach, Jackie Robinson, and Jessie Owens? According to the stereotypes, education is reserved for



the upper-class, but heroes are self-made people from common stock, who are blessed with physical strength, common sense, and a strong moral compass. Even comic figures like Bugs Bunny, the Fonz, or Bart Simpson rely on “street-smarts” rather than intellectual curiosity.

This fits with the central thesis of Richard Hofstadter’s 1964 Pulitzer Prize-winning book, *Anti-intellectualism in American Life*, that there is an “unresolvable tension between intellectualism and democracy.” Intellectuals are the elite, and the academy seems to run counter to our democratic aspirations. There’s a mystique surrounding our greatest thinkers and inventors. From Franklin and Jefferson to Grace Hopper and Steve Jobs, they are revered for their contributions, but they are not heroes. They are overly intellectual, obsessively curious. Succinctly, they are nerds, and only recently has it been cool to be a nerd.

You can even quantify this, if you’re curious. Using the *Google Books Ngram Viewer*, one can see over time the use of the words *curious* and *curiosity*. Starting in the late 1600s, usage

The library cat is alive and well, and it is still curious.

rises to a peak in the early 1800s but then gradually declines through the 1990s. A new uptick starts in the 2000s, around the same time that the *Information Age* really accelerates.

What does this have to do with libraries? The library is the great equalizer. The library is the one place where the curious should be able to explore any issue without fear. The library serves everyone regardless of gender, ethnicity, or social status. At many libraries, users now have the option to go beyond exploring their dreams to literally creating them.

Curiosity is all about learning. After all, why was the Mars Rover named Curiosity? It wasn't sent to be a feline victim; it was sent to learn if there was life, or the building blocks for life, on Mars. We've always said that we want library users to be "life-long learners," in part because we believe that learners will become life-long library users. Maybe we need to tweak this: library users should have "life-long curiosity," knowing that the resources and capabilities of the library will always best the open Internet.

So, how do we cultivate curiosity? How do we create a culture where our users are comfortable being curious? David Lankes, in *Expect More: Demanding Better Libraries for Today's Complex World*, tells us that "great libraries play. Staff are given time to experiment and try out new ideas." This is not a particularly radical idea: Daniel Pink, in his book *Drive*, describes Google's famous *20% Time* where Google employees are free to explore new concepts. Innovations such as Gmail, Google News, and Google Translate are products of this initiative. Librarians also need to time to be curious, to explore, and to discover.

What is the association's role in promoting curiosity? Round tables allow members to form communities of interest around particular topics. If no round table exists to serve an emerging concern, members are encouraged

to work together to create a new interest group. A recent example is the *Copyright and Access Interest Group*.

There are also initiatives that exist outside our formal structure.

1. The popularity of narrative nonfiction, the perfect genre for the curious reader, is exploding. In response, TLA's Nonfiction Reading List Task Force is charged with developing two new lists that will highlight the best offerings for both children and adults.
2. TLA can be very daunting to someone new to our profession. In response, the TLA Internship Program will embed library science graduate students in select TLA committees (committees that have a strong curricular connection). Interns, serving as recording secretaries, will have the opportunity to explore our association and profession from the inside out.
3. How can the association respond to issues of interest or points of curiosity that develop quickly? Are formal units always the appropriate response for our members? Or should the association endorse discussion groups that meet at conference or assembly to discuss common concerns? Such groups would have no formal structure

or representation on the TLA Council; they would be an agile response to our members' interests that could develop into interest groups and then round tables.

Our annual conference also seeks to promote curiosity by presenting new ideas to our members. Based on our history and reputation, the TLA conference is a *national conference* produced by a state association. Each year we search the entire country for the best and brightest to bring to Texas for our members. The Program Committee and our various units are hard at work looking for programs that will "cultivate entrepreneurial thinkers within the profession by sparking curiosity and fostering critical thinking skills."

The old proverb regarding cats and curiosity has its roots in the 16th Century with Ben Johnson and William Shakespeare; however, the form we know dates to the turn of the 20th Century. A 1912 article from *The Titusville Herald* included a line that expands the proverb: "Curiosity killed the cat, but satisfaction brought it back." The library cat is alive and well, and it is still curious. We must continue to value our curious users: the ones who want the latest bestseller and the ones who want to learn both how and why. As long as we serve the curious, satisfaction will bring them back to the library.

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FROM FRAUD TO ADVOCATE

I am a fraud. Not how one should start a post but might as well be honest from the start. I want to be an advocate but am a perpetual people pleaser. Saying no makes me feel sick. So when I was hired last year and was told that my library was in full fine arts rotation, I said great!

Well, my principal was lucky to hire me before I finished with my master's, because I just wanted to be in the library. I even wrote a defense in one of my classes at Sam Houston State University FOR being in rotation, because I was trying to convince myself that what I read in our standards was wrong. Did you catch the part where I confessed that I wanted to be an advocate for the library?

I tried to have a flex/mixed schedule by allowing groups and individuals to come and go as they pleased while I taught in rotation. I tried to collaborate with grade levels but found it hard to do so when I was teaching during their planning periods. I planned school wide events like Dot Day, Veteran's Day, Dr. Seuss's Birthday, and Día! I tried being everything I wanted to be while being in full rotation for grades K-5 but found that I was not living up to my hopes and dreams of why I decided I wanted to be a librarian.

Here is my big conflict: I am a people pleaser, and my administration and fine arts team want me in full rotation; but after two short years, I know full rotation is not best for my students or teachers. I have been a people pleaser my whole life so normally two short years of anything would not be enough to ruffle feathers.

Then the unthinkable happened. After having every program I wanted to attend planned out for TLA, I found myself changing my mind and sitting in on an advocacy class. I sat there listening to funding problems and issues that others had, and I felt like

more of a fraud. How could I confess that I am in full rotation? Any time I do mention this, it solicits one of two responses either a hiss of disgust or a sigh of pity. So I did not bring this up as my issue. Then I met Dorcas Hand in the advocacy session; I have read all of her blogs so you can imagine my excitement. I expressed my frustration that sometimes it feels like we have pockets of librarians going above and beyond and pockets holding on to our stereotypes of shushing keepers of the books. Then she said the unimaginable, write a blog on it.

I knew that if I wanted to be an advocate for the library, I had to start with myself. I have done a lot of things in my school despite being in full rotation, but I felt that I proved I was going above and beyond what was expected of me. So I set up a meeting with my principal and asked to come out of rotation. I did not bring up my standards, or our district policy that said I was nowhere close to the number of students to be in rotation. I did not present any of that. Instead, I explained all that we had accomplished in the library and that I felt I had growing to do with collaborating with my teachers. I said that I could do more and make the library even better if I came out of rotation. I wish I could report that I am now full flex, but instead I am out of rotation for kindergarten, 1st and 2nd grades. Not a small victory given my school's history with librarians in rotation.

Here is how I stopped being a fraud.

I realized that I needed to set my tendency to people please aside because honestly, it is not about me; it is about what is best for my students and our library. I will keep doing the programs and schoolwide celebrations, makerspace, and coding in the library. I will still be reading with the children and celebrating reading programs like Bluebonnet books. If I don't stand up for my students and our library, then no one will.

Here is the big conflict for our profession as school librarians: no one really knows what we do. We all have joked about this at least once, I am willing to wager, but it is a problem. Maybe you are even reading this as a librarian in rotation thinking that you want out too. So what have you done in your library? More importantly, what do your students do in your library and how is the library a true asset to your school? Can you show this? No more printed stats from your circulations - when was the last time that you decided you wanted to analyze data for fun? Do you have pictures of your kids in action and if so have you shared them on social media or printed them and hung them up in your halls? Are you doing programs that need to be recognized? There are things that you are doing to advocate for your library, and there are things that are scary to address. I hid behind rotation. I don't know what you are hiding behind but take a look, take a breath: be brave and advocate.

If you would like to continue this conversation, please find me on twitter @libraryjourney.

Editor's Note: This posting appeared in the TASL Advocacy Blog, and it is used here with permission of the author and TASL blogger Dorcas Hand. ★

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Mentoring Library Students for Career Development & Succession Planning

BY JULIE LEUZINGER, JENNIFER ROWE,
AND SIAN BRANNON

Earning a Master of Library Science Degree is necessary in most cases to obtain a position as a professional librarian, and it is valuable for students to acquire deeper understanding about the profession. The American Library Association (ALA) says that “a person graduating from an ALA-accredited master’s program in library and information studies should know...” various core competencies including foundations, information resources, technological knowledge, references services, administration, and more (American Library Association). These areas are certainly taught in library schools and are helpful in obtaining professional positions.

However, adding a mentoring relationship with an experienced librarian to a student’s pursuit of a degree is beneficial for career advancement and provides professional networking opportunities. It also permits the student to obtain some of the more nuanced competencies referenced by ALA. The student gains a realistic sense of ethics, knowledge of trends, and experiences the realities of practice. A mentoring relationship provides future librarians with an advantage over non-mentored library students: an early start on the road to career development and professional goals.

Ask any two librarians, and you will probably get two different definitions of what a mentor is or does. For our purposes, a mentor is a close, trusted, and experienced guide, teacher, tutor, and coach. Succession planning naturally builds on mentoring, because its purpose

is to identify and prepare future leaders from within the organization through mentoring, coaching, training, and work assignments.

Below, we will see the benefits of mentoring, and the impact it has on these individuals, from the perspectives of both a mentee and mentor, and also see the relationship of mentoring and succession planning.

The Mentee’s Perspective

Jennifer worked as a graduate library assistant (GLA) while earning her master’s degree. It was in this position that she first met with her mentor Julie. This was a crucial developmental period for Jennifer, in that she needed to build her resumé and increase her confidence and knowledge. She says that the mentoring she received from Julie was beneficial in many ways.

- She was assigned professional-level tasks.
- Julie helped her decide which types of library jobs were most suited for her skills and interests.
- She was introduced to many librarians who became “unofficial” mentors.
- She began to understand the expectations of potential employers in interviews.
- She was exposed to professional organizations and committee work.

One of the actions Jennifer found most helpful was when she was asked to identify her interests and goals. Julie used this information to create special assignments that encouraged growth in specific areas, such as a meeting with the principal cataloger, during which time Jennifer learned about being a cataloger. That meeting led to Jennifer becoming a volunteer in the cataloging department, which increased her professional network and allowed her to gain additional skills and knowledge that would prepare her for the job market.

The Mentor’s Perspective

As Jennifer’s mentor, Julie used her past experience as a mentee in order to build a great experience. She worked

diligently to ensure that Jennifer was able to benefit from:

- exposure to professional level work and academic library culture in general;
- networking connections (so Jennifer would benefit from the expertise of more than just one person);
- coaching in applying for jobs, writing cover letters, and preparing for interviews;
- insight into the culture and the politics of academia;
- practical experiences like instruction, attending staff meetings, and cataloging;
- different perspectives about librarianship; and
- discussions about trends and experiences.

Julie sees mentoring as having a very large personal side benefit – fresh eyes. While a mentoring relationship provides the student with exposure to viewpoints and experiences they would not otherwise receive in class, the relationship allows the mentor to take a fresh look at things that have become routine. Library students are in a place where they see anything as possible, and they look at problems in completely new ways, turning obstacles into opportunities.

Succession Planning

In one succession planning model, potential leaders are selected based on their individual traits and personally groomed for future leadership roles. Another type of succession planning occurs when an organizations invests in all employees by providing mentoring, training, and varied task assignments across the board, thus creating what is called bench strength, or raising the skill level and leadership potential of all employees.

For succession planning to truly work, there has to be buy in from all levels of the organization and there has to be a culture of mentoring within that organization. Staff members, managers, and administrators all need to actively participate in order for succession planning to be effective in a library. First of all, open discussions between staff and supervisors have to occur to identify potential leaders. Supervisors need to ask

current staff to express their professional goals, and in return, supervisors have to be honest with staff about their skill gaps. Employees who are interested in acquiring more leadership experience should be granted opportunities for additional training and given project assignments that will provide them with new skills and leadership experience. Staff members need to be willing to express their goals and to take on extra training or varied work assignments. When vacancies occur, supervisors and library administration should look to hire current staff members who exhibit leadership skills from within the organization.

One of the perceived drawbacks of succession planning is the fear that highly groomed and trained employees will eventually become unhappy and leave the organization if they are not promoted. To counter this argument, we point out that the leadership skills gained through training, mentoring, and experience benefit not only the individual employee but the organization as well, because the employee will apply his/her learned skills in the current job (Galbraith).

Relating Mentoring to Succession Planning

While mentoring relationships do take time and planning, they offer a benefit to both careers and the library as whole. When staff/librarian positions open, the considerations students were exposed to when they were mentees makes them more ready to contribute as full time staff members immediately. They are also more likely to want to stay with the organization because of the positive experiences they had as a library student mentee. This is fundamentally related to the thought of succession planning as ensuring that the “right people are in the right jobs at the right time” (Bridgland). As one author states, an aim of succession planning efforts is to make possible the promotion of employees from within the organization (Singer). Those employees can be students!

Succession planning is essentially a way for a library to ensure that employees have opportunities for training and job experiences that help them to:

- improve their skills,
- contribute to organizational strategic goals and objectives, and

- build leadership competencies that could later be put to use in managerial roles.

This is *very* similar to the tenets of mentoring: training, coaching, and guiding. Let’s compare the components of effective mentoring and those of effective succession planning.

Mentoring	<ul style="list-style-type: none"> Commitment from mentor and mentee Vision of mentee’s future career Realistic understanding of mentee capabilities and commitment On-going attention An open mind Trust between mentor and mentee Balance of focus on hard and soft skills
Succession Planning	<ul style="list-style-type: none"> Commitment from top management Vision of organization in future Realistic understanding of staff capabilities and commitment On-going attention An open mind Trust in the organization’s commitment to staff Balance of focus on hard and soft skills

(Adapted from “Coaching, Mentoring and Succession Planning” by www.workinculture.ca)

Conclusion

We have discussed the benefits to the library student, the professional librarian, and the organization when mentoring occurs and how mentoring is a form of succession planning when you are mentoring students working in your organization. Just because you do not have a formal succession planning program does not mean that you do not conduct these types of activities in your organizations. Mentoring should be considered a form of succession planning that is easily implemented. This mentoring can be as simple as asking staff members to share their professional interests and goals with mentors and following up by identifying training and professional development opportunities to benefit them based on those goals. Mentoring can also take the form of creating special projects for staff based on their interests. Mentors can also actively encourage staff members to apply for leadership positions when they become available.

A formal succession planning program can only truly work when there is participation at all levels. However, creating a mentoring culture in the organization as a whole is a step in the

right direction. If your library would like to incorporate a formal succession planning program, we enthusiastically recommend a resource published in 2010 by the American Library Association entitled *Succession Planning in the Library: Developing Leaders, Managing Change* by Paula Singer and Gail Griffith. This book

provides several practical case studies, tools and examples for your library to get started on the path to succession planning. For mentoring, consider *Creating a Mentoring Culture: The Organization’s Guide* by Lois Zachary, published in 2005 by Jossey-Bass.

Julie Leuzinger, Jennifer Rowe,
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Interview with LeVar Burton

On Wednesday, April 19, 2016 in the General Assembly Theater of the George R. Brown Convention Center with only minutes to spare before kicking off the 2016 Texas Library Association Annual Conference, LeVar Burton sat down with the *Texas Library Journal* for a brief conversation spanning digital reading, diversity in publishing, and the future of *Reading Rainbow*.

Burton is known for television successes such as his groundbreaking role of Kunta Kinte in television series *Roots*, or as Chief Engineer Geordi La Forge in *Star Trek: The Next Generation*, but to the younger generations, he's best known as the host of the PBS children's television series *Reading Rainbow*. Together with business partner Mark Wolfe, the two men hold the rights to the *Reading Rainbow* brand; and since 2012, they have led *Reading Rainbow's* renaissance. Recently, Burton turned to Kickstarter to bring *Reading Rainbow* to every child, everywhere – especially in classrooms. In under 11 hours, the campaign met its 35-day goal of raising \$1 million.

Before approaching the podium, a mashup of *Reading Rainbow's* opening sequence played on the 72-foot screen. He then invited the 2,500 librarians in the audience to join him in an a cappella version of the theme song, "Y'all are beautiful,"

Burton told the assembly. During his keynote speech, Burton expressed his stance on literacy: "Literacy is the birthright of every single one of us, no exception." He went on to voice that "to be literate is to be on the pathway of becoming a lifelong learner."

Burton then went on explain that he, like many in the library community, thinks that R(eading) and A(rts) should be added to STEM, recognizing it as STREAM, which became a catalyst for the rest of his remarks that morning: "It is our imagination that causes us to be able to conceptualize, devise, and design any and every manner of idea or invention that has ever propelled us forward on our human journey."

The echoes of his observations paired with the interview below relay a message of hope, respect, and love for all readers, everywhere.

SARA ORTIZ: How do you see libraries in the role of children and education?

LEVAR BURTON: Currently or in the future?

SO: Let's start with currently.

LB: I love libraries. I think libraries are one of the most under-utilized resources in our nation's infrastructure – certainly where education is concerned. I used to serve on the National Commission on Libraries and Information Science during the Clinton administration, and it was, really at a time when technology was just beginning to be introduced as a topic of conversation for information. The whole point of the Commission was to advise the executive office on information dissemination and storage in the United States. Overtime, I've really seen this shift – from paper to digital – and I've never been afraid of that shift. I'm a big proponent of it. Because early in my

Literacy is the birthright of every single one of us, no exception.

career, I was led to see just how beneficial technology can be, not just in the service of entertainment, but education, so I've tried to use technology in a way that makes sense to me. And so back when we started *Reading Rainbow* in the 80s, television was simply

the prevailing technology of that moment that gave us access to kids.

SO: Yes, I remember. That's how I know you. I wasn't a *Star Trek* watcher.

LB: [laughs] And I'm a big science fiction fan, and so I embrace technology. I think I always have. And it can be a tremendous asset if we use it properly. It can really help us do our jobs in a really powerful way. So back to libraries. Look, I believe that we will always have print books. Some books. I believe that we have to come to the honest conclusion, sooner or later, that it is not really a sustainable practice to print books out of trees. So we will, moving forward as a society, continue to



Photo: Dimitry Loiseau; used courtesy of WME Agency

consume much of what we read from a digital device. And having said that, books will always be a part of who we are. I believe that we will always print children's books – that will be one of the categories of books that we will always continue to use paper for.

SO: Oh this is great; you're answering some of my questions without any prompting!

LB: [laughs] Well, it's about the lap experience; it's about passing that tradition on. It's so much a part of us, from one generation to the next. It's a brilliant delivery system. It doesn't get any better than that for communicating the value and the importance. Just the act of holding a child on your lap communicates so much.

SO: Tell us about the *Reading Rainbow* App / RRRKidz program.

LB: RRRKidz is the company I co-founded with my business partner, Mark Wolfe. We hold the rights to *Reading Rainbow* and, through the brand of *Reading Rainbow*, serve kids. We thought it best to move it into the digital realm because that's where kids are. Our *Reading Rainbow* Skybrary product provides digital libraries designed to serve the needs of emerging readers and their families. The Skybrary school product has been designed specifically for teachers to use in the classrooms with lesson plans for a roster of 35 kids, and it came about because we heard from teachers that they were using our consumer product and sort of rigging the system and putting five or six kids on a profile. We thought: whoa!



LEFT: Attendees queue up in the exhibit hall to meet Burton and have books signed.

BELOW: Yvonne Johnson, a past TLA president, and Rhea Brown Lawson, director of Houston Public Library, with LeVar Burton



We can do better, let's give them a tool. *Reading Rainbow* has always been around. It's been very popular with teachers.

SO: My next question was, "what are your thoughts on the difference between reading online and reading on the page," but you already made some comments about that.

LB: Here's the thing, people ask me all the time: should I buy bound books for my kids or should we get a tablet? My answer is "yes!" [laughs]

SO: You launched your Kickstarter in May 2014 and raised several million dollars. On a visit to Houston earlier this year, you brought Skybrary to a Title I conference. Tell us about the feedback you're hearing and what the plan is going forward?

LB: The feedback has been tremendous. The Kickstarter campaign, itself, was a tremendous feedback mechanism for us, and it was overwhelming and really surprising. The passion that people demonstrated for what we've been doing for all of these years – it was very cool to be at the center of all that love. And that's really what it felt like to me; it felt like love. The Skybrary school product is a direct result. That's what we've done with the money. And we continue, like we did at Title 1, to give the product away to schools in need. We were just in New York City last weekend with the New York public city schools. They purchased 1,200 subscriptions, and we donated an additional 1,200 subscriptions. Our commitment was 10,000 classrooms, and I believe we're northward of 8,000

SO: For those who don't know, where do these subscriptions go?

LB: Mostly to Title 1 schools throughout the United States. My goal, quite honestly, is to have *Reading Rainbow* in every single elementary school classroom. I know it's a big dream, but based on history, I know we have the ability to make a difference in the lives of kids.

SO: How do you see *Reading Rainbow* evolving?

LB: My commitment is to continue to be engaged. I know that there will be new technologies that are developed and deployed, and I believe that we have proven, again, that we have the ability to take whatever prevailing technology there is at the moment and put it to work.

SO: What are your thoughts on the issue of diversity in literature?

LB: Ezra Jack Keats published *The Snowy Day* in the 1960s, and it was the first children's book to have a person of color as the protagonist, first ever. So, have we made strides? Yes. Is there enough diversity in publishing in this now moment? No. And that is mainly because of the makeup of the gatekeepers. It's all about the gatekeepers. Publishing is one of the last of the large media ... to go through this change from analog or print to digital. The record industry

went through it. Television and film have gone through it. Now publishing is the last – and publishing is the oldest as well. It predates the music industry; it predates the music and television business. Publishing's practices are much more entrenched because it's an older dinosaur than the others. I do believe that it will take this current generation of gatekeepers

– all of these older, white men – it will take them retiring before we really begin to see a change in the makeup of the gatekeepers, before we really begin to see diversity no longer being an issue. The diversity and variety of the protagonists will change when those gatekeepers change.

SO: Last year, TLA hosted a diversity summit where a selected group of gatekeepers met – publishers, editors, and reviewers. Let me be clear, this was for a children's book diversity summit, where we specifically discussed children's books.

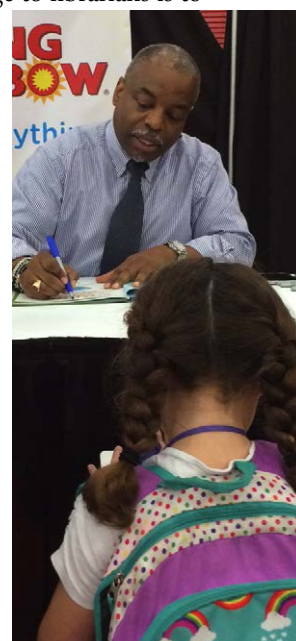
LB: Well, of course, if you don't see yourself represented in the culture, you are being sent a very specific message and that is: you don't matter. Seeing oneself represented in books and magazines as well as in [television], movies, and other media is essential in forming a healthy self-image.

SO: What message would you give educators and librarians?

LB: My message to librarians is to continue to share with everybody and anybody who walks through the doors with passion for the written word.



A young reader gets her book signed.



a LEGACY for EXCELLENCE

BY DANA ROOKS

When I was appointed Dean of Libraries at the University of Houston, one thing was obvious to me. Traditional funding sources were no longer going to be sufficient to meet the increasing demands of our clientele. Libraries could never be more than adequate unless we could attract external funding to allow us to achieve that margin of excellence our students, faculty, and community deserved.

The Texas Library Association (TLA) is in the same situation. Dues, conference revenues, and other traditional sources of income cannot increase enough to meet the rapidly evolving and diverse needs our members require to succeed in today's information-based society.

TLA has long been recognized for its excellence. It is truly unique among state library associations. Before arriving in Texas in 1979, I recognized the importance of state associations. I was an active member of the Oklahoma Library Association and the Missouri Library Association where I was elected President of the Missouri ACRL chapter. Yes, it was known as MACRL.

Upon arriving in Houston, one of my first acts was to join TLA. It took me awhile to recognize the scope of TLA, the vastness of its membership, and the significant role it played in the lives of its member librarians and within Texas libraries of all sizes and types. Yet, as amazing as it seemed to me at the time, I watched it grow into so much more. The programming of its annual conferences was often ahead of national library organizations in cutting edge topics addressed by leading expert speakers. Even the exhibits mirrored the largest national conferences. TLA was where the vendors needed and wanted to be.

TLA's leadership in advocating for libraries and librarians was unparalleled. From early efforts to add school librarians to the teacher career ladder to its strong support for adequate funding for public libraries, TLA has led the charge to advance libraries and protect intellectual freedom. Academic libraries of every size would not have realized the invaluable benefit of TexShare resources without the unwavering support and expert leadership of TLA. Continuing education from skill-based learning to understanding the newest trends in technology to developing future leaders, TLA has been there for all of us. All of us are TLA! We the members of TLA have made these things happen, and we also reap the benefits.

TLA has contributed so much to my success, professionally and personally. It has taught me, supported me, and encouraged me to achieve excellence in my own career. It has rewarded me with the friendship and collegiality of so many people whom I love and respect.

It is very important, even mandatory, that I give back, having received so much. I propose that each of us take a moment to evaluate what TLA has meant to us individually, to our careers, and to our libraries. I hope you will join me in giving something back so that our legacy will be a future of excellence for colleagues who share our passion and join us in this remarkable journey of life-long learning through access to libraries.

A Task Force was created in January, 2016 to explore options for philanthropic giving to the Texas Library Association. Membership included TLA President Susan Mann, TLA Treasurer Gretchen Pruet, philanthropist Darryl Tocker, TLA Executive Director Pat Smith, Communications Director Gloria Meraz, and Dana Rooks as chair.

A summary of the Task Force Report is attached. The report outlines a variety of means by which members could consistently and generously support the future excellence of TLA.

The options presented in more detail in the report include such initiatives as:

- **Annual Fund Drive.** This task could use approaches such as matching challenge grants or focusing on a single outcome such as the new Executive Leadership Immersion Institute to generate funds. The drive would be separated from annual membership renewal to lessen the impact for members and allow greater participation levels.
- **Memorials and Tributes.** Such gifts to TLA allow the donor to comfort, recognize, and honor someone through a charitable act that supports education, literacy, and libraries.
- **Project or Operating Funds.** These gifts enable the essential work of TLA and its members to move forward or extend services that can be offered.
- **Endowments.** An endowment provides a permanent, self-sustaining source of funding. A donor or a group of donors may name an endowment for themselves, an individual, or group to provide future, sustainable funding for a specific program or service.
- **Incubator Account.** An incubator account allows a donor (s) to take as little or as long of a time as is needed to reach full funding in the establishment of an endowment. There is no time limit. Individual incubator accounts will be established within an umbrella account fund called the Pinnacle Fund. When full funding is achieved to establish

the named endowment, funding is transferred to the endowment. By establishing a Pinnacle account the donor(s) is creating a yearly gift, from the revenue generated by the Pinnacle Fund, to TLA while also creating a path to a lasting legacy as a permanent endowment. The form of giving provides every person – at any stage in their career – to plan and create a longstanding contribution to the profession.

- **TLA's Fund for Excellence.** Endowments ensure the future, even while the future of libraries and the services TLA might be asked to provide are an unknown. When I become a librarian over 40 years ago, I could never have predicted the state of libraries and information today. To ensure TLA can address future unknowns, TLA is establishing the TLA Fund for Excellence in Libraries and Learning (Excellence Fund). Named endowments can be created within the Excellence Fund and provide funding for diverse opportunities.
- **Bequests.** A simple, but significant, means of giving back is to include TLA in a will or trust, also known as a bequest. The bequest does not go into effect until after the donor passes away and thus can be updated or amended during their lifetime. Planned gifts can be a percentage of the estate, a specific amount of cash or securities, or even personal property. TLA could even be named as the beneficiary of an IRA, retirement plan, or life insurance policy. All are simple, easy, and tax effective ways to leave a legacy through TLA.

I hope each of you will join me in considering how you might help create a Legacy for Excellence within TLA for our future generation of outstanding library professionals, friends, and advocates.

We welcome your comments or suggestions. And definitely let us know if you have already included TLA in your estate plan. You can become a charter member of the TLA Legacy Society.

Dana Rooks is assistant provost for Strategic Initiatives at the University of Houston.

TLA Task Force on LEGACY GIFTS

Summary of Report and Recommendations

Introduction

A Task Force was created in January, 2016 to explore options for philanthropic giving to the Texas Library Association (TLA). The Task Force members considered numerous options and techniques for fundraising in support of TLA, its programs, services, and activities. It was the strong agreement of the members that such an effort was important to assure continued excellence by TLA on behalf of libraries and librarians in Texas. It was further agreed that TLA has been critical to the success of its members throughout the years, and an organized and consistent approach to fundraising could be highly effective and generate significant funding from members to ensure that margin of excellence for future generations.

Annual Fund Drive

An annual fund drive can be viewed as the anchor of any nonprofit's yearly funding. In the past this appeal has been tied to membership renewal. The Task Force recommends the annual fund drive be separated from membership renewal and conducted in mid to late Fall. A direct mail appeal could be combined with personal solicitations from TLA officers, as well as round table and division leaders. Competitions for percentage participation by each unit could be fostered. Challenge grants by an individual or a group of librarians could offer matching funds up to a specified level. A major focus on one outcome, e.g. endowing the new Executive Leadership Immersion

Institute or other purpose could be used to encourage donors. Other creative approaches could generate greater interest and participation in the Annual Fund Drive.

Memorials and Tributes

A memorial gift or gift in tribute of a person or occasion is a thoughtful and long-term form of remembrance and celebration. Memorial and tribute gifts to the TLA allow the donor to comfort, recognize, and honor someone through a charitable act that supports education, literacy, and libraries. The honoree's family and the honoree (if living) share in this homage and contribution to worthy goals and causes. Memorial and tribute gift are a means to perpetuate the life, achievement, and principles of an individual across time while bestowing benefit to others.

A memorial gift or gift in tribute of a person or occasion is a thoughtful and long-term form of remembrance and celebration.

Funds may be directed to specific areas of TLA activities that align with the donor's goals, specific named funds within TLA, or the Excellence Fund, (formerly called LEAF), which broadly supports TLA's work in accomplishing its mission.

The donor will receive a receipt and statement of the tax-deductible contribution, along with a formal statement of thanks for the gift.

The family of the honoree or the honoree will receive a formal notice of the memorial/ tribute gift from the Texas Library Association along with information on what areas of Association activities the gift supports.

Both the donor and the honoree's family or the honoree will receive a year-end letter updating them on the activities and achievements of the association, with a listing of all donations made.

Project or Operating Funds

A gift to a TLA project or the operating fund enables the essential work of TLA and its members to move forward and may extend the services that can be offered. Funds

may be directed to specific areas of TLA activities that align with the donor's goals, specific named funds within TLA, or the Excellence Fund which broadly supports TLA's work in accomplishing its mission. There are numerous ways to give to TLA that further specific activities, such as:

- **Excellence awards** which provide recognition for excellence in the profession and provide monetary rewards to the winners as determined by TLA and its units
- **Conference stipends** enable new or emerging leaders to attend the annual conference and give back to the organization through service. TLA units will provide the initial application and screen potential candidates for the donor.
- **Post Baccalaureate scholarships and grants** are administered and awarded through TLA administration or TLA units. This program enables TLA members to continue their education at a Texas ALA accredited library education program.
- **Research grants** are also administered by the TLA program office that encourage innovation within the profession and foster documentation and sharing of new ideas and programs.
- **The Texas Library Disaster Relief Fund** which was established to provide assistance to Texas libraries that experience significant losses due to natural disasters.
- **The TALL Texans Institute** which ensures that selected candidates can secure the funding necessary to attend the annual institute.
- **Executive Leadership Immersion Program** is a new program to provide exceptional leadership training through solving experiences with outstanding and diverse leadership experts.
- **Gifts made to TLA** for project or operating funds would be placed into existing accounts and administered according to the policies and procedures established by the TLA Board and staff. Project and operating funds may be assessed an annual administration fee to defray the costs

of ensuring gift compliance and proper accounting.

If a specific project or operating fund is not designated at the time of the gift or bequest, then the donation will be placed into the Excellence Fund.

Endowment

An endowment fund is a permanent, self-sustaining source of funding. Endowment assets are invested. The annual distribution from each endowment fund would be determined by the TLA Executive Board. The majority of the distribution would be applied to achieve the fund's designated purpose(s). Some portion of the distribution will be retained within the corpus to build the fund's market value to adequately meet the continuation of the purpose of the fund for future generations. A small portion of the distribution will be used to cover the costs of financial management of the fund. An endowment fund creates a permanent legacy of support for the association.

A donor may name an endowment for him or herself, his/her family, friend, important mentor or colleague or a company. Donors may also make a gift of any size to an existing endowment fund that reflects their interests, or a donor may continue to support and build their own endowment.

The Task Force recommends a minimum of \$50,000 to fund an endowment.

The TLA Executive Board will have administrative control over the distributed income from the endowment. If any portion of the distributed income is not spent for the designated purpose within a reasonable time frame after a fiscal year, it may be carried forward or returned to principal at the discretion of the TLA Executive Director and Executive Board.

If any gift or bequest fails to reach the minimum endowment level within the specified or expected timeframe, the TLA Executive Board, in consultation with the TLA Executive Director, will select an alternate use or combine this gift with other funds having similar purposes, keeping in mind the original intent of the donor(s).

If it becomes impossible or impractical to use the gift for the purpose designated by the endowment agreement or the intent is determined to be in conflict with any federal, state, or local law, regulation, or ordinance, the TLA Executive Director or designee, in consultation with the donor(s), will direct the use of this gift in the best interest of TLA and in a manner as close as possible to the intent of the donor(s) as expressed in the endowment agreement.

TLA will invest and manage the fund consistent with investment policies and guidelines established by the Executive Board. Endowment funds will be pooled for investment purposes, and TLA will annually assess a reasonable fee against the assets of the endowed funds to offset expenses associated with the collection, holding, investing, maintaining and disbursement of gifts and gift income.

Incubator Account

An incubator account allows a donor(s) to take as little or as long as needed, up to and including a bequest or planned gift, to reach full funding to establish an endowment. There is no time limit. The incubator accounts would be established within an umbrella endowment fund called the Pinnacle Fund.

Donors establish a Pinnacle account with an initial gift of \$1,000 payable during the initial 12 months. All Pinnacle accounts are pooled within the Pinnacle Fund and generate interest which is distributed and deposited into the Excellence Fund. Once a Pinnacle account reaches the established minimum for a TLA endowment, it is considered fully funded. The funds are removed from the Pinnacle Fund to become a stand-alone endowment, named and purposed by the donor(s). During the funding period of each account, all gifts to the Pinnacle Fund will support and benefit TLA through the distributable interest income each year.

Donors may contribute to their own or other Pinnacle accounts at any time and for any reason:

- Birthdays, holidays, special occasions
- Tributes, retirement or memorials
- Having honoraria or speakers fees sent directly to TLA to avoid income tax

- Assigning all or part of the mandatory distribution from an IRA account to TLA, thus realizing significant tax benefits

Just by establishing a Pinnacle account the donor(s) is creating a yearly gift to TLA and creating a path to a lasting legacy as a permanent endowment.

Area of Greatest Need

In 1995 the TLA Executive Board reviewed all the funds in existence at that time. They created the umbrella name of “LEAF – Library Endowment and Advancement Fund” to represent a group of funds, including those purposed for “Area of Greatest Need,” which was intended as an instrument for donations to be made by individuals with no specific purpose in mind.

The Task Force recommends that this fund be renamed, defined and highlighted for future gifts, as follows:

Name:

The TLA Fund for Excellence in Libraries and Learning (or the Excellence Fund).

Intent:

This fund is intended to support TLA’s work in accomplishing its mission. The distribution from the TLA Fund for Excellence in Libraries and Learning may be used to support any purpose that is deemed to enhance and enrich the Texas Library Association, its members, and its activities. Such expenditures include, but are not limited to, programming by TLA and its organizational components; continuing or term staffing support; facilities; equipment; travel expenses; or external contracts.

Bequests

A simple, but significant, means of giving back is to include TLA in a will or trust, also known as a bequest. By establishing a gift in a will or revocable living trust, donors can give a percentage of their estate, or a specific amount of cash or securities, or even personal property. The bequest does not go into effect until after the donor passes away, giving him/her the opportunity to update or amend the gift at any time during their lifetime.

Other simple, easy, and tax effective ways to make a planned gift include making TLA a beneficiary of an IRA or retirement plan or designating TLA as the beneficiary of a life insurance policy. Donors may also specify all or a portion of the estate which remains after all other bequests are satisfied, to be contributed to TLA.

Legacy Society

TLA should establish a legacy society, with an appropriate name, to honor donors who have made gifts to TLA through their estate plans. Donors qualify for membership in the Society when TLA is notified that the Association is part of their estate plan in any of the following ways:

- Naming TLA as a beneficiary of their will or living trust

- Naming TLA as beneficiary of their retirement plan, IRA, 401(k), or 403(b)
- Naming TLA as a beneficiary of their life insurance policy
- Donating real estate or personal property to benefit TLA

Conclusion

The Task Force on Legacy Gifts strongly supports the development, implementation, and maintenance of a long-term strategic approach to fundraising by the Texas Library Association. TLA has been a critical element of success for many librarians. TLA has offered valuable continuing education to prepare librarians to meet the rapidly changing expectations and demands of a transformed information society. Professional advice and mentoring in moments of professional and organizational need impact hundreds TLA members each year. TLA fosters professional collaboration and collegiality among all types of libraries and librarian specialization. And through all this TLA offers fun and friendships.

The proposed recommendations allow many librarians the opportunity and awareness to give back and to ensure the legacy of excellence that is the Texas Library Association for future generations of librarians. ✪



From early efforts to add school librarians to the teacher career ladder to its strong support for adequate funding for public libraries, TLA has led the charge to advance libraries and protect intellectual freedom.

Power Up at Your Library Day

BY MELISSA BAKER AND SARA ORTIZ

Texas Governor Greg Abbott has declared Thursday, September 15, 2016 as “Power Up at Your Library Day,” and we are inviting all Texas libraries to participate in this initiative to help promote technology, innovation, and creativity in their communities. This is an opportunity for school, academic, public, and special libraries to showcase their diverse range of programs and offerings, including activities supporting STEAM-based learning, business and entrepreneurship, workforce development, and much more.

To assist librarians throughout the state in this endeavor, the PR and Marketing Committee of TLA is developing a toolkit of materials and resources that can be used for Power Up at Your Library Day. The contents of the toolkit will include: statewide statistics; marketing and promotional tips; online resources; program ideas involving activities and celebrations focused on literacy, business, makerspaces, technology and innovation; and sample documents including a press release, proclamation, and survey. The toolkit is available on the website www.poweredlibraries.org, and resources will be added throughout the summer. Librarians are encouraged to use the toolkit as inspiration to create their own programs and activities in celebration of Power Up at Your Library Day.

Other useful resources available to librarians can be found at www.poweredlibraries.org as part of the wider “powered libraries” campaign, aimed at raising awareness about libraries and energizing the profession as a whole. The campaign emphasizes the many ways in which libraries have evolved to meet the demands of a fluid, ambitious, and technologically-savvy population.

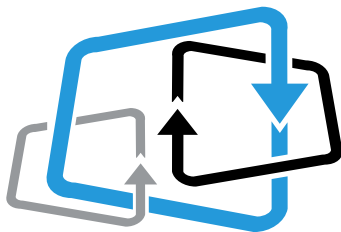
Together, let’s continue to push the envelope of our profession, and collectively “Power Up” on Thursday, September 15!

IDEAS SHARED

Powered Libraries gathered ideas from the library community to inspire your event for Thursday, September 15, 2016. From academic to public to school libraries, these programs will strengthen the impact of libraries with purposeful activities that increase community support. Every program is a hands-on approach that challenges libraries to collaborate with communities outside of the norm. We encourage you to partner with community (public, school, academic) members. Don’t do this alone; the more people get involved, the greater the event. To help you brainstorm, we encourage you to take elements from the selection of programs below to curate your own event.

MEET THE EXPERTS

Similar to other human library projects, this program involves inviting members of your community to the library to talk and meet with library customers. Programs like these have gained in popularity and include “checking out” a veteran to celebrate Veterans Day or a meet and greet with local heroes and celebrities. For Power Up at Your Library Day, consider a “Meet the Experts” program that would showcase individuals in your communities working in the science and technology fields or other innovative careers. Library customers could learn about new innovations, skills, or jobs in a casual come and go style, without any formal presentations. Is there a rocket scientist in your midst? A brain surgeon with a few hours to spare? The variety of individuals that you could invite is truly endless!



When planning this event, start a couple of months in advance so that you can catch your experts before their schedules fill up. Limit your event to three or four hours; it may be tempting to throw an all-day event so you can invite more people to come and go in shifts, but that method will result in exhaustion on your part and frustration on the part of your library customers who want to meet an expert who is not available at that time. Instead, plan to use lots of space so that people have plenty of room to speak to an expert without crowding. Don’t feel like you have to limit yourself to one room.

Make a handout with a map of your library that states where each expert will be. On the other side of the handout, you can put a brief description of each expert. Have facilitators on hand to ensure participants don’t monopolize an expert’s time. You could even have a door prize entry at your handout table.

HOST A PODCAST

Podcasts have infiltrated our offices. Partner up with a digital or tech savant on their field of expertise to curate your own podcast. Is your neighborhood going through gentrification or another form of evolution? Bring in community leaders and members to discuss the growth and the effects in your town. Are there governmental changes in your college or university? Invite partisan spokespeople to debate and share insight into the institution’s changes; record the conversation; and kick off an “issues” podcast that comes directly from your academic library. Does your school host visiting or touring authors at your school? Start a “Five Questions with Author/Illustrator” podcast led by yourself or (with parental consent) students.

#poweredlibraries

IDEAS POWERED
IT'S WHAT WE DO

poweredlibraries.org

ELECTRIC CAR

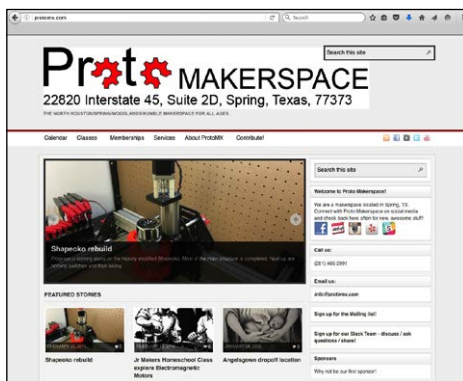
Host an Electric Car Meetup. Invite area car dealers to show off their latest models. Invite private car owners to bring in their powered-up cars. Invite other vendors that market renewable and alternative energy. Add another educational component and provide science demos (featuring renewable energy) to kids and families. The event will turn your library into a space for energy, science, and car connoisseurs.

THE PETTING ZOO

A companion program to “Meet the Experts” would be a “Petting Zoo” of electronic equipment that library customers could come in, handle, and learn how to use. Think of an Apple store lobby without the pressure to buy. You could teach customers how to use library apps on smartphones or renew their books online with a tablet as well.

STEAM PRESENTS...

If your budget allows you to hire outside presenters, consider adding a STEAM presenter to your existing mix of visiting authors, storytellers, and other performers. In the Houston area, a good choice is Proto Makerspace. They can visit your library and bring 3D printing programs and other STEAM activities right to you! (<http://protomx.com/>) For other areas, try reaching out to science and technology educators or homeschool communities, who may have contacts for potential STEAM presenters.



MAKERSPACE IN A BOX

Remember centers as a kid? This program uses the same concept to introduce kids, preteens, and teens to hands-on maker activities that promote team building and STEAM skills. Create your own kit using items you already have, or include some of the contents below to get started. The portability of this program makes it ideal for multiple branch library systems to share resources and host makerspace activities without a dedicated space for that purpose. Simply put out a variety of activities in different areas of your space and let the learning and fun begin! No need to use all items at once, since rotating activities over time helps keep the makerspace fresh for repeat attendees... Word of advice, get a very large, sturdy box – preferably on wheels – to hold all of your maker kit items.

MAKER KIT ITEM IDEAS:

- 4 swimming pool noodles*
- Box of assorted sized marbles*
- 2 rolls of duct tape*



Above can be used to build roller coaster style ramps for racing marbles through or on top of pool noodles. Noodles can be cut in half or altered in a variety of ways and tested for speed, distance, impressive tricks, and more!

8 skeins of multicolored yarn

3 Zippy Yarn Looms

Knitting made easy, similar to the finger weave technique. Looms can be snapped together for wider scarfs and other designs: <http://www.knittingboard.com/zippy-loom/>

5 sets of Squishy Circuits and guide

Surprisingly fun and easy, even for very young library customers. Save time by using store-bought Play-Doh as insulated dough in addition to making your own conductive dough ahead of time.



A great resource is the University of St. Thomas Squishy Circuits website: http://courseweb.stthomas.edu/apthomas/SquishyCircuits/?utm_source=ustredirect&utm_medium=Moved&utm_campaign=SquishyCircuits

5 Coloring books and set of pencils and crayons

Adult coloring books work great for the older kids, or have a variety of coloring book types for mixed-age programs.



2 Simple Machines Lego kits with 2 sets of books

Make this reusable by having participants disassemble the kits when done. Tip: consider having extra Lego blocks handy for part replacements or for enhancing and personalizing designs.

1-20 set of Cubelets

Cubelets are modular robotics that can be combined and built to perform various functions. Think Lego-style building to create your own custom robot – in fact, you can even combine Cubelets with Legos! Sets can be purchased on Amazon.com, or more information can be found at: www.modrobotics.com/cubelets/



4 Rainbow Looms

Box of assorted colored elastics for Rainbow Loom

Get crafty making bracelets or other jewelry item, and more: www.rainbowloom.com/

1 Snap Circuits Extreme Electronics Kit, 750 experiments

Available on Amazon.com: www.amazon.com/Circuits-SC-750-Electronics-Discovery-Standard/dp/B0002AHQWS



1 Little Bits Base Kit

1 Little Bits Premium Kit

1 Little Bits Steam Student Kit

Electronic building blocks for budding inventors: <http://littlebits.cc/>

Other common household items

Some of the kits above can be enhanced with miscellaneous household items, like scissors, paper clips, paper rolls, etc. Ideas are shared on the product websites and in many cases on the instruction guides for the kits as well.

Get creative and make your maker kit your own! Plan to reuse everything in the main kit and replace consumable extras as you go...*Have fun!*

Melissa Baker is the marketing and program coordinator for Montgomery County Memorial Library System. Sara Ortiz is TLA's marketing and communications specialist.

TIPS FOR ALL LIBRARIES

Promoting Your Event

- Start a neighborhood, community Facebook Event page
- Place fliers at school, public, academic libraries
- Tell students, faculty, professional, community members about event
- Contact local media (send them a request for coverage and press releases)
- Partner up with fellow colleagues, neighbors, parents, community leaders to co-host the event
- Create a volunteer network planning for the event
- Stage a photoshoot for promotional materials; ask designer to create customized art for event
- Offer a giveaway, contest, and game-related activity (books, gift cards, movie passes) ✪



The Writing on the Wall: The Ideas Powered wall at TLA 2016 quickly filled with comments and ideas from members and also drawings by illustrators in attendance.

COLOR ME HAPPY

BY ELIZABETH A. M. HOWARD
AND KRISTI K. MCCOWN BETTS

Disaster relief efforts for Texas libraries began in 1999 with the formation of an *ad hoc* committee. Working with TLA member Jeanette Larson, author and illustrator Rosemary Wells donated the first piece used for the annual art raffle with *The Bear Went Over the Mountain*. Two years later, with the assistance from other TLA units, the ad hoc committee granted two libraries, C.E. King Middle School Library and Sheldon Independent School District, funds to help with recovery from Tropical Storm Allison. In 2003, with an endowment of \$25,000 raised through the efforts of the art raffles and with the 2002 approval of the TLA Council, the Disaster Relief Committee became a standing committee to continue the work of supporting Texas libraries recovering from natural disasters. The following six years brought Hurricanes Rita and Ike, which caused massive damage to the Texas coast. More than 20 libraries were awarded funds totaling over \$50,000.

In April 2013 a silent auction was instituted to raise funds during the Fort Worth Conference. The conference was held one week after the West fertilizer plant explosion. TLA members showed up to the conference with items to auction and willing to help out with fundraising in any way they could.

Most recently, the Disaster Relief Committee provided monetary relief related to the spring floods of 2015. Wimberley Village was granted \$2000 to spearhead a community photograph recovery program needed due to flood and rain damage in the community. This program has not only brought more people into the library, but it also communicated

that the libraries are there to support their communities in times of need.

Disaster Relief Committee fundraising efforts over time have included:

- Art Raffle - 1999
- *Men of TLA Calendar* – 2007
- *Tattooed Ladies of TLA Calendar* – 2010
- Silent Auction - 2013

Jeanette Larson has been an incredible asset to the Disaster Relief Committee procuring the donated pieces for the art raffle each year. Income from the annual art raffle varies from year to year and correlates with area disasters or other events happening in Texas and around the world. The raffle has brought in anywhere from \$4,078 (2008) to \$965 (2012) and has raised, in total, \$29,228 for the past eight years.

But these funds address only a fraction of the need. The committee wants to spread the word, not only about the fundraising efforts but also about the resources available for Texas libraries who have been through events ranging from flooding due to natural disasters to incidents of broken air conditioners. We are incredibly excited about the newest endeavor to raise funds for the Disaster Relief Fund: the Texas Library Association's Adult Coloring Book Extraordinaire!

During one of the first meetings of the 2017 Program Committee, Raymond Sablack shared information on the coloring book Dallas Public Library put together as a fundraising effort. We discussed the idea with Walter Betts (TLA president) about how cool it would be to have a coloring book for the 2017 conference. I (Kristi Betts) immediately began to think how I could collect images for a book. I

am not an artist, but I am a librarian with a lot of friends who ARE artists. So, after talking with TLA Executive Director Pat Smith and getting her approval, I started contacting my friends on Facebook. The first person to get back to me was Austin author and illustrator Don Tate. He responded with "I certainly would!" when asked if he would be willing to donate a piece for the coloring book. I began contacting other friends and quickly got responses back from Tomie dePaola, Judy Schachner, Dan Santat, Denise Fleming, as well as Rosemary Wells, and many others. The entire process did not seem real until the first piece arrived in the mail.

I have been a coloring enthusiast for many years and have been thrilled with the influx of adult coloring books over the past year. Everywhere we go now we see coloring books geared toward adults. Much like reading, whether for relaxation or creativity, coloring is a wonderful way to escape everyday stress. The Texas Library Association's Adult Coloring Book Extraordinaire can offer librarians, or anyone, an escape while also creating an escape for libraries that have been affected by disasters all around the state of Texas.

We expect the coloring book to be available for purchasing around the time of the Texas Book Festival in October. Information about sales and preordering will be available on the TLA website. Orders will be taken starting at annual assembly in early July.

Elizabeth A. M. Howard is director of the West Public Library and contributed the write-up on the history of the TLA Disaster Relief Fund. Kristi K. McCown Betts is a librarian and instructional technology specialist with Irving ISD. She contributed the discussion about the current coloring book project. ✪



The coloring book will include images contributed by (from left): Brian Karas, Bill DeOre, and Susan Branch.



2016 Branding Iron Awards

Promoting library services and their positive impact is one of the most important duties in making libraries succeed and vital to those they serve. Public relations work is at the heart of delivering services, because without public awareness, support for libraries wanes.

Fortunately, 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 – and creating a generation of advocates.

Each year, the Texas Library Association honors libraries and library support organization that promote library services. We congratulate the winners of the 2016 TLA Public Relations Branding Iron Awards Competition.

Category Winners

Special Events

University of North Texas, The Human Library (as described in Best of Show)

Honorable Mention: Plano Public Library System, “Show Us Why You Love the Library” Bookmark Contest

Illustrating what they love about the library, Plano PL patrons created tremendous visuals and united in support of the library – support that translated to great local PR! The event evolved in 2015 to allow for greater participation and recognition. The outcome is truly worth bragging rights! The poster of the winning entries is a fabulous means to showcase the event.

Campaigns

Houston Public Library, Library Card Campaign

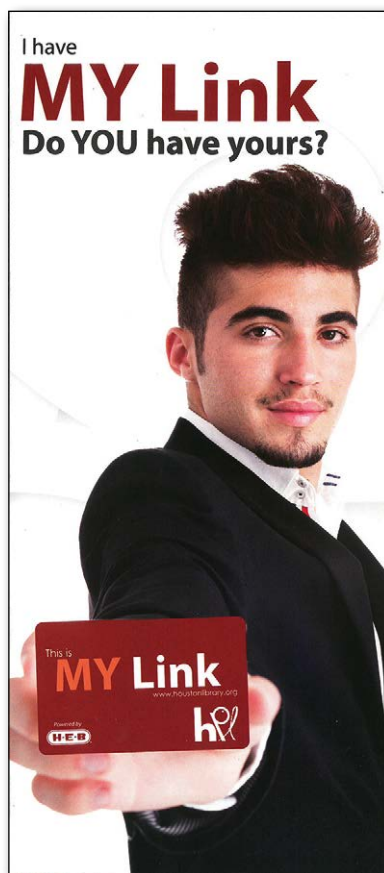
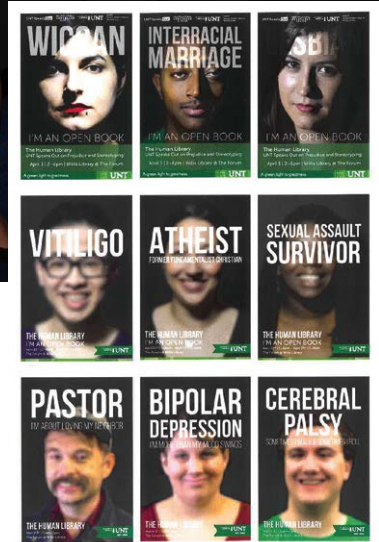
HPL left no stone unturned to develop an exciting campaign designed to speak to Houston's extremely diverse population. With support from local leaders and authors, the library card campaign penetrated almost every promotional avenue available for reaching the public.

Best of Show Winner

The Human Library, University of North Texas Denton

The Human Library is a worldwide event that first began in Denmark as a response to violence in the community. This event is designed to break down barriers and foster meaningful and tolerant conversation. UNT Libraries hosted its first Human Library in 2013 and it is a loved and well-attended event. With 20 to 30 human “books,” the library sparks important understanding and conversation at this most critical time in national debate.

The PR Committee chair presents Best of Show prize to UNT's Joshua Sylve for “The Human Library.”



The My Link Card effort – with all the careful planning, promotional strategies, training, attractive products, and so much more – is a showcase of the library's expertise and passion.

PR Plans

Plano Public Library, From Reading to Robotics

Plano seized the opportunity to promote the ongoing and evolving work of the library on its 50th anniversary. The effort educated the community about how much the library has changed over the last 50 years while reinforcing that the library's core business is still reading while promoting today's technology. Demonstrating the ongoing contribution of the library in such an organized and

ENGAGE
Plano Public Library System
January-May 2015

50 YEARS
1965-2015
Look for 50 fun things to do this spring season.

JOANNE FLUKE from **READING**
DOUBLE FUDGE BROWNIE MURDER
Meet author Joanne Fluke Wed Feb 25 5pm • Details page 14

Look for other best selling authors to visit this year as part of our 50th anniversary celebration!

to ROBOTICS

Registration required. Registration opens two weeks prior to each session. Due to the popularity of our family programs, free tickets are required to attend. Available at the library first-come-first-served 30 minutes prior to each program. All library programs are free to the public. Space is on a first-come, first-served basis.

ENGAGING OUR COMMUNITY
ENRICHING LIVES
EDUCATING MINDS

well-executed series of promotions and public information, the library truly made this PR effort a success.

Honorable Mention: Round Rock Public Library, Heroes of the Library, 2015 Round Rock Public Library Annual Report for year-round activities

Round Rock Public Library took the superhero theme to a whole new galaxy – the annual report of activities. Focusing on achievements and engaging strategies to promote its success, RRPL launched several points of distribution throughout the town and year to showcase its efforts. And it did so with a comic book style report that looks – and READS – with POW and PUNCH.

HEROES OF THE LIBRARY

2015 ROUND ROCK PUBLIC LIBRARY ANNUAL REPORT

Broadcast Advertising

Flower Mound Public Library, Summer Reading PSA



The camera zooms in – a curious student wonders about all the talk of supervillains invading the library. Flower Mound Public Library created a series of promotion videos, with its Summer Reading PSA showcasing fun at the library. Endearing, funny, and engaging to kids, the video was a super way of promoting summer reading and the library.

Honorable Mention: Amarillo Public Library, 17 Things You May Not Know

17 THINGS YOU MAY NOT KNOW ABOUT THE AMARILLO PUBLIC LIBRARY

- All five libraries are open 7 days a week.** AMPL, as well as our four branches, have been serving our patrons for almost 100 years. The Amarillo Public Library is proud to be a part of the community and to provide a place where everyone can find a book, a movie, or a computer. We are open 7 days a week, from 10:00 a.m. to 6:00 p.m. on all days except on Wednesdays, when we are open from 10:00 a.m. to 5:00 p.m.
- Downloadable e-books and e-audiobooks.** We offer a wide selection of downloadable e-books and e-audiobooks for free to our patrons. You can borrow up to 10 e-books and 10 e-audiobooks at a time. You can also borrow up to 10 e-books and 10 e-audiobooks at a time. You can also borrow up to 10 e-books and 10 e-audiobooks at a time.
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About the Amarillo Public Library TV spots 17 Things You May Not Know About the Amarillo Public Library TV spots highlight important services and resources at the library. Designed to increase public awareness and traffic, the spots were aired on local television and online.

Outdoor Advertising

San Antonio Public Library,

Digital Library Community Project touchscreen kiosks and digital library wallpapers

The Digital Library Community Project touchscreen kiosks and digital library wallpapers are an exciting use of technology that really sell the library while

eBooks for every traveler
Check out our Digital Library kiosks while you wait for your flight. Recharge your devices, test located in terminals A & B or visit MYSAPL.ORG/DIGITAL with your SAPL card eBooks on the go from SAN ANTONIO PUBLIC LIBRARY

FREE DOWNLOADABLE MOVIES MUSIC MAGAZINES eBooks
to you from San Antonio Public Library

servicing patron needs. San Antonio Public Library is building on its reputation as the community's premier resource for information services, self-directed learning, and literacy development.

Print Advertising

Houston Public Library, Advertisements, My Link Card Campaign HPL's posters, flyers, Spanish language materials (among countless other pieces) are second to none. Clean, persuasive, and professional – the print materials are all

RESERVA la FECHA

Biblioteca Pública de Houston
Campaña de Tu Tarjeta MY Link Inicio y Festividades

13 y 17 de Septiembre del 2014

¿Yo tengo **MY Link** ¿Tienes TÚ la tuya?

Acompáñanos a celebrar el lanzamiento de nuestra nueva Tarjeta de la Biblioteca – MY Link

Celebrando MY Link al Mundo
Sábado, 13 de Septiembre del 2014 | 11 AM - 3 PM
H-E-B Montrose Market | 1701 W. Alabama St. | Houston, TX 77098
Actividades incluyen cuentos, pinta caritas, yoga, demostraciones de imprenta 3-D, camiones locales de comida, música, arte y por supuesto, la oportunidad para que te registres para Tu Tarjeta MY Link de la Biblioteca.

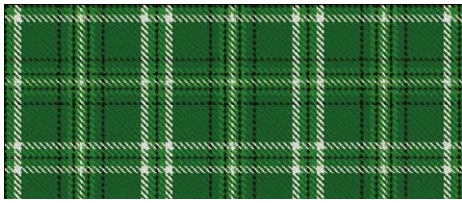
Celebraciones en las Sucursales de la Biblioteca
Sábado, 13 de Septiembre del 2014 | 1 PM - 4 PM
¡Visita la sucursal más cercana a ti entre 1 PM - 4 PM y regístrate para recibir la nueva Tarjeta MY Link de la Biblioteca! También recibirás una galleta de celebración y para los niños globos (mientras haya existencias).

City Hall Farmers Market (Mercado)
Miércoles, 17 de Septiembre del 2014 | 11 AM - 1:30 PM
Biblioteca Pública de Houston – Biblioteca Central
500 McKinney, Houston, TX 77002
Sigue el entrenamiento con el día de apertura del otoño del City Hall Farmers Market (Mercado). Acompáñanos en la Plaza de la Biblioteca Central y visita a los vendedores locales, los camiones de comida, y más actividades de la Campaña de Tu Tarjeta de la Biblioteca.

Regístrate para recibir Tu Tarjeta MY Link de la Biblioteca durante las festividades en cualquier sucursal y tendrás también la oportunidad de ganarte un iPad mini.

Powered by **H-E-B**

frame worthy and fully support the My Link library card campaign.



Honorable Mention: University of Texas Libraries, promotions on UNT history

The array of posters, postcards, and invitations leading up to the publication of *Independent, Original and Progressive: Celebrating 125 Years of UNT* celebrate the rich history of the university while making students and faculty award of the treasures in the library. The materials serve to promote the ongoing role of the library in a diverse educational environment.

Social Media, Online, Nontraditional



#txlchat: Sharon Gullett, Michelle Cooper, and Marsha Edney

#txlchat has truly become a statewide treasure and embodies the power of social media (and school librarian passion) at its best! Every Tuesday night, school librarians join in on a PLN of learning, fun, and support. Topic range from best practices to annual reports. This chat has become a statewide movement!

Honorable Mention: Texas A&M University – Commerce Libraries, #TriviaTuesday and Social Media Activities

Since the fall of 2015, Texas A&M University – Commerce Libraries have published weekly posts on both Facebook and

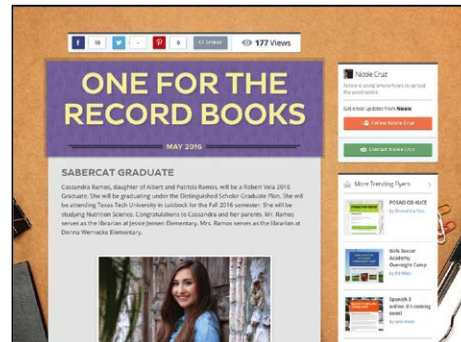


Twitter which highlight the university and its rich history. The posts engage the A&M audience with questions designed to increase engagement and interaction. The activity is increasing website hits to institution's Northeast Digital Collections.

Editorial Page Strategies

One for the Record Books, Sharyland ISD

One for the Record Books conveys consistently and enthusiastically the



important work of school libraries to stakeholders. This publication is a fabulous combination of information and marketing.

Honorable Mention: Guest Editorials, Daily Toreador, Texas Tech Libraries

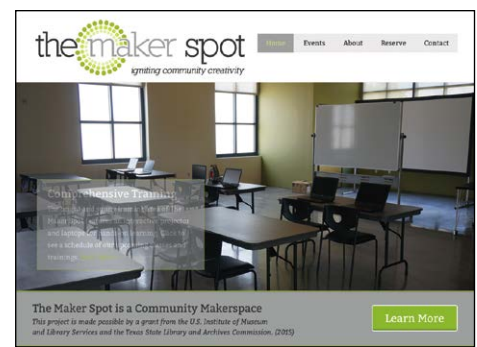


The effort at providing guest editorials for the *Daily Toreador*, featuring library experts, allowed campus faculty and students to learn about the resources and services of the Texas Tech libraries. This vital outreach to students and faculty serves as an example of truly meaningful dialogue with stakeholders.

Brands and Logos

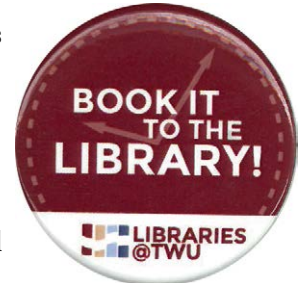
North Richland Hills Library, the maker spot logo

When the library began planning for The Maker Spot, staff immediately saw the need to brand the space and project with a memorable logo. Staff teamed with volunteers to create a bright, modern, and playful image that would lend itself to many different uses. The logo is clean, crisp, and fun!



Collateral Materials

Texas Woman's University, 21 century services booklets and giveaways

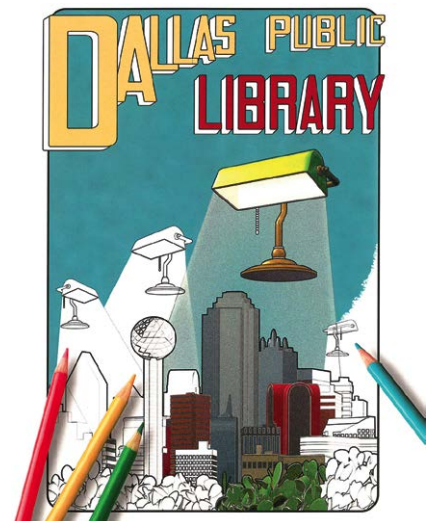


TWU's Annual Report,

promotional booklets, and colorful buttons and products are dynamic materials that strategically inform stakeholders about the library's role and value. Designed to convey the role of TWU libraries in delivering 21st services, the materials are professional and attractive – so people really do want to hang on to them!

Honorable Mention: Dallas Public Library's Coloring Book

The Fine Arts Division and Friends of the Dallas Public Library partnered to create a coloring book to highlight local artists and promote the library. This creative enterprise engaged the community, involved the literary community, and raised money. The extremely popular product necessitated two additional print runs and garnered huge interest from the public and media. 🌟



The Open eBooks Initiative: Giving the Power of Reading to Those Who Need It Most

Reprinted from www.ims.gov – Institute of Museum and Library Services – with permission.

There are few things more precious in childhood than learning to read. From *Where the Wild Things Are* to *Cat in the Hat*, *Catcher in the Rye* and *To Kill A Mockingbird*, life lessons are found within the pages of the classics. Every child deserves the knowledge and inspiration that come from reading, but for many, books are not easily accessible. However, with free services and initiatives all over the country, such as Open eBooks, digital material is becoming easier to access.

Open eBooks, a coalition of literacy, library, and publishing partners, supports the White House ConnectED initiative and provides equitable access to digital books for children from low income families, military families, and for children with special needs. Launched February 24, the initiative allows adults working in libraries, schools, shelters, afterschool programs and other settings to request access to the Open eBooks app for children in need. Now in its third month, Open eBooks is available to millions of students, in elementary school, middle, and high school, offering an unprecedented digital library valued at more than \$250 million.

The Institute of Museum and Library Services (IMLS) continues to be committed to supporting work that leads to more equitable, affordable access to eBooks. In 2014, many different stakeholders, including IMLS, were engaged in discussions encouraging libraries to collaborate with publishers in narrowing the digital divide, making it easier for children in need to have unlimited access to eBooks. Those conversations grew out of prior work funded by IMLS to simplify access to library eBook collections and resulted in a coalition of partners committed to the goal of providing access to eBooks for children who need it most.

The Open eBooks Initiative partners – Digital Public Library of America (DPLA), First Book, and The New York Public Library (NYPL) – created the app, curated the eBook collection, and developed a system for distribution and use. The partners received financial support from IMLS, assistance from eBook distributor

Baker & Taylor, and contributions from major publishers.

“I am so proud of all the partners and supports who came together to make a powerful vision into a reality, and grateful to the thousands of adults who are helping children use Open eBooks,” said Maura Marx, IMLS deputy director for library services. “There is much more work to do, and we are excited to watch this effort grow and continue in the coming years.”

The Open eBooks app contains thousands of popular and award-winning titles that are free for children in need. Adults working with these children in schools, libraries, or programs register for access codes on behalf of the children they serve. Once the app is downloaded and the code and PIN are entered, the digital collection

becomes available. An eBook can be read without having to “check out” the book or wait for it to become available through a holds process. Children can read popular titles from the past and present without the worry of incurring costs for overdue books.

Library Technical Assistant Karina Gonzalez, with the New Haven Free Public Library in Connecticut, recently introduced the Open eBooks app to a student served by a program at the Courtland Seymour Wilson branch library. The 10-year-old student was excited to see the popular *Dork Diaries* in the app. Gonzalez said, “The best part as far as the parent was concerned was there were no late fees, no subscription costs, and no last minute schlepping of books [back to the library]. Both mother and daughter seemed thrilled.” She added, “This particular app is much easier to explain and run through with patrons than others I’ve seen.”

Meant to complement other existing, free eBook programs as well as the services of public libraries across the country, Open eBooks makes digital collections available

from publishers rather than relying solely on public domain works. The books are selected by the Digital Public Library of America’s Curation Corps, a group that decides on a diverse, compelling, and appropriately targeted set of thousands of titles, ensuring that there is something for every child to read and enjoy and learn in the Open eBooks collection.

Since First Lady Michelle Obama celebrated the launch with a video on February 24, the initiative has received strong support from librarians, educators, and other child care providers.

This summer, Open eBooks is encouraging teachers and librarians to hold “Summer Reading Download Parties,” to kick off summer reading activities. Open eBooks will provide suggestions for activities and reading lists with the hope of inspiring kids to keep learning and reading through the summer months.



Veronica Hidalgo of Magee Academy (Pico Rivera, CA) asked her students to end the week with 30 minutes of unwinding with a good read. She told them, “Grab an iPad, find a spot outside, launch Open eBooks, and enjoy the books you selected.” PHOTO COURTESY OF MAGEE ACADEMY.

As use of Open eBooks grows, the partners are committed to adding new and enhanced content from publishing partners as well as broadening their service network and incorporating new app features. The coalition aims to further the initiative’s reach by facilitating further research and sharing of best practices of the Open eBooks program.

“Open eBooks is an exciting and important project perfectly aligned with libraries’ missions to make information, knowledge, and opportunity accessible to all,” said Micah May, NYPL’s Director of Business Development.

To read inspiring stories from those who have benefited from Open eBooks, follow the Twitter hashtag, #OpeneBooks.

If you work with children in need through libraries, schools, shelters and clinics, out-of-school programs, military family programs, early childhood programs, or other activities and think the children you serve may qualify for this program, visit www.openebooks.net/getinvolved.html for more information on how to get started. 🌟



Open Libraries & a Fabulous Open Conference

While the infamous Texas weather certainly made a strong appearance before the start of conference, stalwart TLA members – ready for days of top CE – joined ranks to participate in the annual TLA conference. LeVar Burton, Scott McClelland (stepping in for Al Roker), and Dav Pilkey delivered fantastic general sessions.

We thank our TLA 2016 Conference sponsors and exhibitors for their vital part. Their contributions enrich our conference in many ways. We could not offer all the travel stipends, awards, prizes, refreshments, meals, entertainment, speakers, audio visual, and overall quality and content of the conference without them.

We also thank all attendees, presenters, and authors for making the TLA conference such a huge success. We also give a big shout out to the many volunteers and the library community for making the 2016 conference a success!

A special thanks to Arthur Mann who served as the TLA photographer this year.

AWARDS Announced at TLA 2016

Librarian of the Year: Chris Accardo,
 Director of Library Services for the City of Weatherford



Outstanding Services to Libraries:
Congressman Ruben Hinojosa, U.S. Representative for the Texas 15th Congressional District



Wayne Williams Library Project of the Year: Lynn Kostel, Tracy LaHue, Anne Wallace James, and Susan Buckles – “And the Winner Is”



Distinguished Service: Carlyn Gray, retired Director of Library Services at Round Rock ISD



Lifetime Achievement: Nora Galvan,
 Pharr-San Juan-Alamo ISD





Libraries Change Communities: **Gregory-Portland ISD and the Bell-Whittington Public Library** – Book-a-Palooza Festival

Diversity & Inclusion Committee Jr. Library/Media Source Conference Stipends: **Priscilla Delgado** and **Jane Pan**
Escue Annual Conference Stipend: **Brittney Lauren Washington**
Christina B. Woll Grant Award: **Juanita Hazelton**, Director, Gunter Library and Museum
Jeanette and Jim Larson Mystery Grant: **Rachel Yzaguirre**, Plano Public Library System, Maribelle Davis Library
Siddie Joe Johnson Award: **Maria E. Rodriguez**, Library/ Media Specialist, Robert T. Hill Middle School (Dallas)
Texas Media Awards Winner of the Bob Bennett Best in Show for 2016: **Aylin Villagomez** of Juarez-Lincoln High School in LaJoya ISD (Librarian - Ana Maria Perez)

DIVISIONS

CULD Stipend: **Beth Vizzini**
CULD Melody Kelly Support Staff Stipend: **Amanda Zerangue**
CULD TALL Texans Scholarship: **Sarah Northam**
PLD Conference Stipend: **Ana Nino, Kellie Boyd, Zoe Chick, and Debbie Green**
TASL Letters about Literature - Level One: **Benjamin Hu**; *Level Two:* **Sarah Helmbrecht**; *Level Three:* **Tiffany Wang**
TASL Scholarships: **Karen Zimmerling Stanton, Deborah Chavez, Christi de Leon, Andrew Johnson, and Debra Castillo**
TASL MVP Award: **Michelle Tuttle**, Tompkins High School in Katy ISD
TASL MVP Committee Honorable Awards for Excellence: **Michelle Cooper** from White Oak ISD to **Jean Darnell** from Fort Bend ISD

DISTRICTS

District 3: Conference Stipends: **Megan Ballengee** from Texas State University and **Claudia Gibson** from Crockett High School, Austin ISD
District 8: Conference Stipends: **Christine De Angelis** and **Kari Heitman**.

ROUND TABLES

ACDRT Conference Stipend: **Deborah Hathaway**, University of Dallas
AGLHRT Conference Stipend: **Renee LaPerriere**



The Demco Upstart Innovative Programming Award: **Riverchase Elementary School Library and Whitesboro Public Library** (corporate sponsor Janet Nelson is shown in center)



TASL School Administrator of the Year: **Christopher Nestor**, Wilson Elementary School, Coppell ISD (shown with his family)

LIRT Devin Zimmerman Conference Stipend: **Karlee Vineyard**, Lubbock Christian University

NMRT Stipend: **Carrie Bresnehen**

Small Community Librarian of the Year: **Lisa Burleson Scroggins**, Claud H. Gilmer Memorial Library, Rocksprings (The award is sponsored with the generous support of the Tocker Foundation.)

SCLRT Advocate Award: **Dona Weisman, Consultant**

SCLRT / Biblionix Conference Stipend: **Cathy Weeks**, Vice President of Board, Silverton Library

SMART Award: **Lori Grumet**, Abilene Public Library

YART / ABC CLIO: **Deanna Williams and Terry Kansas**

YART YARI Award: **Emily Hersh**

TTRT Standing TALL Award: **Jo Guidice**, Director of the Dallas Public Library

AFFILIATED AWARDS

2016 DOBIE AWARDEES

Cross Plains Public Library, Cross Plains, Texas

Dublin Public Library, Dublin, Texas

Kimble County Library, Junction, Texas

Kirbyville Public Library, Kirbyville, Texas

Liberty Hill Public Library, Liberty Hill, Texas

2016 LOVE AWARD

Wildwood Civic Library; Joyce Bowden, Director

TEXAS BOOK FESTIVAL

\$100, 137.29 to 44 public libraries

Alpine Public Library

Azle Memorial Library

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Crowley Public Library

Denton Public Library- South Branch

Dublin Public Library

Elgin Public Library

El Paso Public Library Main Branch

Farmers Branch Manske Library

Georgetown Public Library

Gunter Library and Museum

Hondo Public Library

Hutto Public Library

Justin Community Library

Kennedale Public Library

Kyle Public Library

Lake Travis Community Library

Lakehills Area Library

Liberty Hill Public Library District

Live Oak County Library, Three Rivers Branch

Marion ISD Community Library

Mary Lib Saleh Euless Public Library

Mason Co. M. Beven Eckert Memorial Library

Natalia Veteran's Memorial Library

Real County Public Library-Leakey

Rhome Public Library

Sam & Carmena Goss Memorial Branch Library

Sam Fore, Jr. Public Library

T.L.L Temple Memorial Library & Archives

Unger Memorial Library

W. Walworth Harrison Public Library

Waller County Library

Whitehouse Community Library

Whitesboro Public Library ☺

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Annual Assembly

The 2016 Annual Assembly will be held on, July 7-10, in Austin, TX. This information has been sent to all committee members and unit officers whose names have been reported to the TLA Office as of June 1. See www.tsla.org/annual-assembly-highlights for full details.

REGISTRATION

The Annual Assembly registration form is now available through the Members-Only section of the TLA website. Even though registration is free, all attendees must complete the form online or mail it to the TLA Office as soon as possible. The tentative assembly schedule can also be found on the Annual Assembly webpage. Additional requests may be received between now and July 5, so if your unit is listed as "No Meeting Requested," please check with the unit chair to confirm if a meeting will be held. The final version of the Assembly schedule, including room assignments, will be available onsite at the TLA Registration Desk on the second level of the Hyatt.

REGISTRATION DESK HOURS

Thursday, July 7..... 12 pm – 7 pm
 Friday, July 8..... 7:30 am – 4:30 pm
 Saturday, July 9..... 7:30 am – 4:30 pm

EXHIBITOR HOURS

Saturday, July 9..... 10 am – 4 pm

CONFERENCE PLANNING

TLA unit and committee program planners were able to access training information on planning for the 2017 TLA Annual Conference in advance of Assembly. The 2017 Conference Program Committee hosted an hour-long webinar on Friday, June 10. The tutorial, titled *Planning a Successful TLA Conference Program: What to Know Before Annual Assembly*, is archived and will be available from the continuing education page on tsla.org. The topics addressed included:



At the end of TLA's spring conference, Susan Mann passed the gavel of leadership to Walter Betts, who, as current president of the association, will preside over Annual Assembly.

- Goals for the 2017 TLA Annual Conference
- Program planning do's and don'ts
- Program Committee's role, rubric, and process in determining which unit and committee program proposals are added to the conference schedule
- Timeline for conference planning, including when to contact potential speakers
- Tips for contacting publishers
- Instructions for creating and completing your program proposals in the online database.

In addition to this webinar, there will be a face-to-face training session for all program planners on Friday morning, July 8 at 8:30 am at the Hyatt Regency Austin. Elise Walker and Anne Glasgow of the TLA staff will answer all your nuts-and-bolts questions about conference planning.

CE opportunities will be available for your benefit as well as the unit and committee business meetings. Association-specific training is offered on TLA budget processes and unit webmastering. Sessions focusing on topical issues and technology convey CE credit. Check the daily schedule for offerings compatible with your meeting obligations.

BYOD (Bring Your Own Device) Please bring your own laptop to take full advantage of these training activities.

ASSEMBLY HIGHLIGHTS

THURSDAY, JULY 7

Chairs Planning Session

7 pm – 9 pm

Texas Ballroom 1, 2nd floor

Presenters: TLA Executive Board & Staff

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

FRIDAY, JULY 8

Unit Webmaster Basics

11 am – Noon

Presenter: Mary Ann Emerson

Tasked with updating your group's pages on tsla.org? Learn to login and make the CMS do your bidding. This session is an overview rather than hands-on. See Saturday's listing for individual training times with Mary Ann Emerson.

Introduction to TLA Finances

12:30 pm - 1 pm

Presenter: TLA Director of Administration

Chairs are invited to a training session to learn about TLA budgeting and financial policies and practices that impact units and committees.

Literature Evaluation and Book Discussion

1 pm – 3 pm

Presenter: Teri Lesesne, Sam Houston State University

Current and future members of reading list committees will learn how to read and evaluate with their committee's charge in mind and have an engaging and respectful book discussion. This session will be led by nationally recognized expert in youth literature, Teri Lesesne.

ALSC/Youth Media

3:30 pm – 5 pm

Presenter: Viki Ash, San Antonio Public Library, Ty Burns, Paula Gonzales, and Sally Miculek, Georgetown Public Library

Four Texas librarians, who have served on the Newbery, Pura Belpre, and Sibert committees, will share their knowledge of the process involved in choosing these ALSC/Youth media award and honor books.

Hot Topic Discussions: TLA Strategic Plan

5:30 pm – 6:30 pm

Presenter: Julie B. Todaro, ALA President

Participate in TLA's Strategic Planning process and contribute your ideas to help implement the newly-adopted 2016-2019 plan. In an interactive session led by Julie Todaro, participants will also learn about a wealth of free and non-free online learning opportunities and resources in each of the strategic planning areas. Refreshments served.

Dine-Arounds – No Host Dinner

7:00 pm; please gather in the TLA

Registration Area on the 2nd level of the Hyatt at 6:45 pm

Dinner reservations for the three restaurants are for 7 pm. These restaurants have agreed to offer separate checks. See the assembly website for additional restaurant details.

TLA does not provide transportation, but the venues are located in easy walking distance of the Hyatt. There is also Capital Metro bus service available every 15 minutes or so. The bus stop closest to the Hyatt is at the intersection of S. Congress and Barton Springs.

SATURDAY, JULY 9

Unit Webmaster Consultations

8 am – 9:30 am; 10 am – 11:30 am

Texas Ballroom 2, 2nd floor

Presenter: Mary Ann Emerson

Bring ideas and questions about your unit webpages, and a TLA staff member will help you edit content, add and delete pages, upload and link support files, or implement more extensive revisions to your site. The two timeslots are for individual consultations.

All Assembly Luncheon

Noon – 1:20 pm

Texas Ballroom 1, 2nd floor

TLA President Walter Betts invites you to join him and our guest policy maker for a Dutch-treat lunch. Hear the latest news important news for libraries and enjoy a relaxing lunch with your colleagues. Ticket price is \$36 and preregistration is required for this ticketed event.

LUNCH MENU: Gem Lettuce with Roasted Strawberries, Pure Luck Chevre, Smoked Almonds and Balsamic Basil Vinaigrette; Coriander and Black Pepper Dusted Airline Chicken with Guajillo Jus, Roasted Fingerling Potatoes and Seasonal Vegetables. Vegetarian Option includes salad and Roasted Vegetable Risotto (Vegan/Gluten Free). Bread Presentation with Lavender Butter; Chocolate Swirl Cheesecake with Toasted Coconut Creme Anglaise and Raspberry Compote.

Council I

5:30 pm – 6:30 pm

Council is the governing body of TLA. All Assembly attendees are invited.

Annual Zilker Summer Theater presents Shrek: The Musical

8:00 pm

Nominated for 8 Tony Awards and 12 Drama Desk Awards, *Shrek: The Musical* brings the beloved characters from the popular animated film to life on stage. Irreverently fun for the whole family, Shrek proves that beauty is truly in the eye of the ogre.

Price is \$28 per person. You will be chauffeured to/from the park in an authentic school bus, eat Austin's original Thundercloud Subs box lunches, and take home a keepsake picnic blanket.

SUNDAY, JULY 10

Council II

9 am – 10 am

Council is the governing body of TLA. All Assembly attendees are invited.

ASSEMBLY 2016 SPONSORS

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Post Annual Conference Info

- **Post-Conference Survey:** We want to hear about your conference experience! TLA values your feedback on the 2016 annual Conference. A detailed survey about the event may be found on the mobile app under "Survey" near the bottom of the main menu, or you can also find it at this link: [Post Conference Survey](#).
- **Continuing Education Credits:** TLA staff are currently processing attendance records for the conference. Certificates for Continuing Education credit are now available. See the instructions for printing or log in directly to the Conference Continuing Education Credit Form.
- **Conference Program & Session Handouts:** While some speakers did not provide handouts for their sessions, many did. These materials may be found on the conference mobile app, including the web version. You may find them under "Speakers" (by speaker's last name), under "Session" (by date and time), or under "Handouts" (by event number). More information about the mobile app (log in instructions, etc.) may be found on the TLA Conference FAQ.
- **Lost & Found:** To check on lost articles from the conference, please contact TLA by email (TLA@txla.org) or phone (800-580-2852). You may want to also contact your hotel directly if the item may have been lost there.
- **Contacting Exhibitors:** The TLA 2017 exhibitors are now featured in the online Buyers Guide.
- **2017 TLA Conference Housing Reservations:** Reservations are already available for next year's Texas Library Association Conference in San Antonio (Wednesday, April 19 - Saturday, April 22, 2017). Visit the OnPeak service online or call 800-243-1205.

Return of Continuing Education A to Z for library support staff

Based on input from our graduates and participants from last season as well as other librarians, the series is being revamped and expanded with new content to meet the, orientation, training and education needs of today's and tomorrow library support staff. The new series will begin in September. Each program is suitable for beginners but also contains new and expanded content for those who have taken earlier webinars. Participants who take the three core programs and two electives will receive a special certificate in Library Support Staff Training. More information and registration is available at www.txla.org/CE-AZ.

We've also added opportunities for participant interaction to be included in the workshop with pre-activity challenges to the audience to share examples to be used during the webinar. We include your successes in our discussions!

SEPTEMBER 20, 2016 • 1PM

MORE of the Big Picture: How Did We GET Here? (CORE)

Join us for the story how public libraries "began"....and answer questions such as "Did we always serve children?" "Who were our first customers?" "Which books were the most often used? The most important ones? What were our first services? How long have they been serving their communities? Why are the answers to these questions important for designing services and making our case today? Join us for interesting facts and information

and great historical pictures of what our libraries USED to look like.

Handouts include seminar content (including the PPT) as well as a web links on the history of libraries that might assist in future orientation and training or a great display for local libraries.

CHALLENGE: Participants are invited to send in digital images of what their own Texas libraries looked like! Just be sure to include a label of the name of your library and where you are located! Also, if you aren't sure of "what you are looking at"... architecture, hardware, materials, services, etc., let us know and we can do some research for you! Let us solve your mystery or take our best guess!

OCTOBER 6, 2016 • 1PM

Dealing with Even More Difficult Situations (CORE)

Save These Dates:

Texas Teen Book Festival
Saturday, October 1

Texas Book Festival
Saturday & Sunday
November 5 & 6

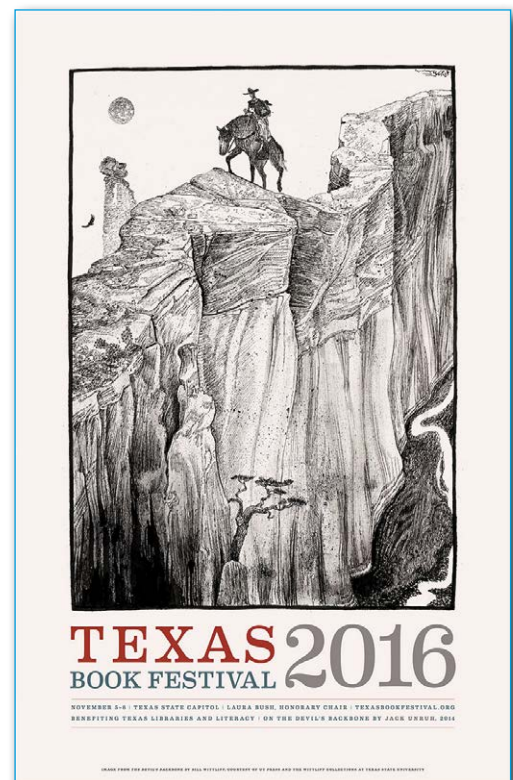
AUSTIN, TEXAS



www.texasbookfestival.org

Texas Book Festival Announces the 2016 Poster Featuring Artist Jack Unruh

The 2016 Texas Book Festival poster was selected in honor of Jack Unruh, the legendary Texas artist and illustrator who passed away in May 2016. Unruh's iconic work appeared in many major publications over the years, including *The Texanist* column in *Texas Monthly*. The image used for the poster is taken from Bill Wittliff's 2014 novel, *The Devil's Backbone*, which Unruh famously illustrated. The Wittliff Collections at Texas State University and University of Texas Press made the artwork available to the Festival.



One of our most requested program content areas is for examples and techniques for handling conflicts and issues at public service desks. After our program in the last series, we heard participants ask for “more examples!” Join us for new discussion, extensive design of scripts for advanced customer service training (frontline and behind the scenes), and scripts for consistency and training. Handouts include seminar content (including the PPT) as well as a web links on tips for handling customers and clients from public service desks.

CHALLENGE: We'll be careful sharing examples, but what is your oddest customer exchange? Tell us the cleverest customer “handling” from your experience.

DECEMBER 8, 2016 • IPM

Getting Along with Co-Workers (CORE)

One of the most common and well-used tools for identifying and designing policies, processes, and techniques for working with others is Julie Todaro's “Reasonable Expectation of Adult Behavior.” Webinar content will include templates for creating your library's own “expectation” document.

Handouts include seminar content (including the PPT) as well as lists of categories of “expectation” and a variety of templates for creating your own document.

CHALLENGE: The basic “expectation” document will be posted prior to the webinar to gather your ideas for your “expectation” categories. What have we forgotten? What different category should we add?

JANUARY 11, 2016 • IPM

Keeping Up with Trends

Every library requires that all of their library employees “keep up” with the technology in the library – both hardware and software. But libraries are “changing” and, in fact, they are constantly changing! It is critical that library employees work with their managers to determine WHAT they need to keep up with and how that might happen. This webinar content will offer diverse ways to keep up with their library's changes and their profession so

that they can stay current and relevant. Handouts include seminar content (including the PPT), lists of trending opportunities, best practices for trending, examples of what résumés should “say” about current position roles and responsibilities. Two participant trending discussion examples will be included.

CHALLENGE: Participants are invited to email their trending areas they want and need to track. Two will be chosen to track “live” within the webinar to illustrate how trending paths are built for employees or employee groups.

FEBRUARY 16, 2017 • IPM

NEW! The Role of Support Staff in Community Partnerships

Strategic partnerships with nonprofit, for-profit, and governmental organizations is a hot topic in communities and libraries now, with many opportunities for benefits for programming, collection development, and library instruction.

Learn how support staff can help libraries offer better services by connecting to other institutions. Handouts include seminar content (including the PPT), lists of opportunities for partnerships, and roles within partnerships as well as best practices for reaching out and establishing roles and responsibilities.

CHALLENGE: What partnerships do you have or have you heard of that are unique? Participants can include unique challenges and benefits of partnerships for a live discussion.

MARCH 30, 2017 • IPM

The Most Unique Services in Today's Libraries

Although our libraries have similar services for today's constituents, there are a wide variety of very different services – some that meet local needs and some that are just unusual and represent very different ideas for serving constituents! Coupon exchanges, borrowing small pets, pattern giveaways, tool checkout, circulating artwork – are long time, well-used services but libraries are also making way for circulating bicycles, WIFI-unit checkouts, self-publishing, business spaces to check out, intermittent access to buses outfitted for showers for the homeless and

even more unusual services! Handouts include webinar content as well as links to best practices of unusual services in public libraries. Additional content is included to illustrate program outcomes and benefits of services.

CHALLENGE: Participants are asked to send in examples of unusual services for sharing how unique services meet unique needs as well as how services build new clientele and change the perception of libraries in their role in engaging the community.

APRIL 4, 2017 • IPM

Mentoring

What is mentoring? What role does mentoring play in support staff education and training? Does mentoring substitute for orientation and training? Continuing education? Development? How does it differ from shadowing? What mentor programs exist for all levels of library employees?

Handouts include roles and responsibilities of mentors and mentees as well as benefits of mentoring by employee groups.

CHALLENGE: Success stories in mentorship? Mentor fail points? Attendees are encouraged to share their own best practices for mentors they have had or a learning opportunity that wouldn't have happened if a mentor had not shown them “the way.”

Specific dates to be announced:

MAY, 2017 • IPM

NEW

The Role of Support Staff in Collection Developments

In many libraries, support staff assist in the purchasing and maintenance of all formats of materials. This program discusses the practical processes of selection and purchasing, as well as the reasons why libraries build their collections in certain ways. Handouts include content outline from webinar as well as links to best practices of collection development job roles and responsibilities and examples of collection development policies and procedures.

CHALLENGE: Participants are encouraged to send in a “brush with fame” story...a

famous author? A signed book donated? Someone visit your library? Someone live in your community? What unique materials do you have and how did you get them?

JUNE, 2017

You Can Coordinate Others but Can You Lead Them?

We've learned in our last series how to supervise, coordinate, and manage others. And while these are always the most necessary management tools, learning to lead is critical to both leader and follower employee success in libraries. This webinar will articulate the differences among supervising, coordinating, managing, and leading and the role that leadership plays in libraries among all levels of employees and library workers. Handouts include content outline from webinar as well as links to best practices of leading from all levels in organizations. Leadership job roles and responsibilities and examples of leadership opportunities are articulated.

CHALLENGE: Participants will be able

to share leadership opportunities in their library settings and discussion will include benefits of leadership as well as how these specific opportunities vary from managing, supervising, and coordinating.

JULY, 2017

Beyond Dewey: Diverse Ways of Organizing Information in Libraries

The vast majority of public libraries use the Dewey Decimal system to organize their materials and information in general. A very few libraries use the academic or more in-depth organization – the Library of Congress system and in many libraries, some materials are organized to meet user needs. What are the differences and what are the other ways that exist for organizing content? Handouts include examples of organizing techniques to illustrate how people might consider organizing their special materials.

CHALLENGE: Participants are asked to contribute examples of how they organize “outside the box.” Webinar

leader will highlight the most unusual or seldom heard of ways to provide order from chaos while taking special steps to meet user needs!

AUGUST, 2017

Beyond Introduction: Designing and Managing Projects

The webinar is designed to illustrate how a project is built, how a timeline is created, what roles and responsibilities for all levels of employees are, how strategies are determined – “live.” Handouts include tools for project management as well as templates and links to best practice.

CHALLENGE: For the week previous to the webinar, participants are invited to send in projects they are responsible for. Webinar content will be the design of the most frequently suggested project area. ✨

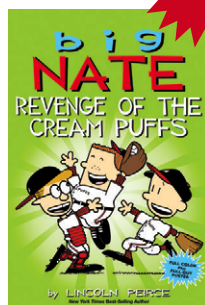
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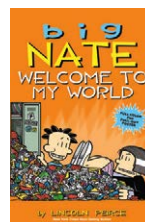


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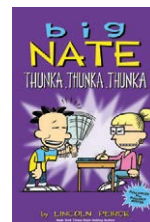


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