

TexasLibraryJournal

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Defining Libraries Through Communities

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Library Services in Juvenile
Detention Centers
PBS Books Library
Engagement Program
Libraries and the 2020 US Census



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I am incredibly honored to be serving TLA's membership in the upcoming year. I was struggling to find something profound and meaningful to open with, but all I came up with was, "Wow!" and "Thank you!" and "Get ready, y'all!" So I will leave those profound thoughts right there and jump into sharing the exciting things that are going on at TLA.

Resources

Past-President Jennifer LaBoon's Membership Task Force created a report that is full of insights on TLA's current membership and identifies areas for growth. The Membership Task Force Report is available on TLA's web site and you can read the full report [here](#). After you read it, make sure to invite a colleague to join TLA!

At conference, the Community Engagement Task Force, initiated by Dr. Ling Hwey Jeng during her presidency, presented the [Community Engagement Tool Kit](#) to the Executive Board. It is a wonderful resource for libraries of all types to learn ways to strengthen their engagement efforts. Make sure to check it out!

2020 TLA Annual Conference

TLA 2020's Conference Program Committee (ProCo) really is a dream team. Co-chaired by exemplary TLA leaders Leah Mann and Robyn Reid, TLA 2020 ProCo has representation from across the state. I am so grateful that TLA's brightest and best said yes to helping make the TLA 2020 conference a success.

Our conference theme was inspired by TLA's envisioned future that, *"Each and every Texan recognizes the value that libraries bring to their lives."* With this powerful vision in mind, we selected the theme **TLA 2020: A Vision for All Texans**. As the theme implies, we will be focusing on equity, diversity, and inclusion.

Our ProCo's Diversity and Inclusion subcommittee, chaired by the incomparable Jake Mangum, developed an excellent tool for guiding all program planners in effective programming that ensures diversity and inclusion are on the forefront of the TLA 2020 conference. This tool, the [Diversity and Inclusion Checklist](#), provides both theoretical and practical considerations for planning 2020 conference programs.

Information Migration Task Force

TLA is making great strides in enhancing our technology infrastructure. In the last year, the new TLA website went

live and TLA began the migration of all unit and committee documentation to Google Team drives.

How many of y'all have been TLA members long enough to remember "the binders"? You know, the ones that kept all unit or committee information in one convenient place and was passed, or sometimes not, along from chair to chair? How many of you became a chair and never received "the binder"? I see some of you nodding your heads! Since TLA Google Drives were implemented, the binders and the loss of important information can be a thing of the past. However, we first need to get all the information moved over to the Google Drives.

To help facilitate the migration of content to the Google Drives and the new TLA website, I will be initiating an Information Migration Task Force. If you are the chair of a unit or committee, members of this task force will be reaching out to you in the upcoming months to ensure that your unit or committee information is fully migrated and available to TLA members.

Monthly Membership Meetings

As your President, I want to be available to help TLA members in any way that I can. If you have questions about TLA or need access to member resources and don't know where to start, just contact me. My email and phone number are included at the end of this article. Additionally, I will be hosting an online monthly membership meeting on the first Friday of each month from 2:30 – 3:30 p.m CT. I will have interesting guests with me each month and there will always be time for member questions. The next [TLA Talks](#) is July 5. You don't need to register in advance, just go online and [join the meeting](#).

A Moment of Gratitude

At the end of each column, I will be including a moment of gratitude for someone or a group of people for whom I am grateful in my TLA journey. This will be a difficult task because so many people have been supportive and encouraging. So many people have provided their expertise, knowledge, time, and talents with an overwhelming generosity of spirit and passion for the work of TLA.

Today I would like to express my gratitude to my coworkers at the North Richland Hills Library. Thank you for being the kindest, hardest working people I know. Thank you for being excited for me when I was elected and asking how you could help. Thank you for keeping our library running smoothly so that I can have the time to serve TLA. I am grateful.

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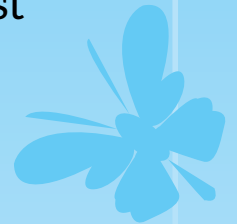
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86th Texas Legislature Wrap-Up

Monday, May 27 was the last day of the Texas Legislative Session. More than 10,800 bills and resolutions were filed, and 4581 (42%) passed. How did libraries fare? Well, it was a mixed bag of failure, disappointment, success and hope.

Lawmakers passed **HB 1**, a \$250.7 billion two-year budget which is an increase of almost 16% over the last biennial budget. The final budget includes the Texas State Library and Archives Commission (TSLAC) request for \$68 million to fund current services plus exceptional item requests for targeted staff salary increases and a new agency general counsel. The final budget does not include additional funds for TexShare/TexQuest ebooks, or a proposed outreach project.

HB 1 also includes funding for an Open Educational Resources (OER) repository and grant program at the Texas Higher Education Coordinating Board.

Increasing public education funding and reducing school district taxes was a key priority this session. The final version of **HB 3**, the school finance reform bill, includes money for free, full-day pre-K for eligible 4-year-olds, creates a more complex method of funding the cost of educating low-income students, pays school districts that want to offer merit pay programs for teachers, and creates a permanent state fund to lower school district tax rates.

Base funding per student increases from \$5,140 to \$6,160. The compromise on raises mandates that a portion of the additional per student funding districts receive must be spent on raises and benefits for teachers, librarians, nurses and counselors.

SB 3 gave classroom teachers a direct \$5,000 raise. TLA initially opposed the bill because it did not include school librarians, teachers in the largest classroom on campus. Thanks to an outstanding strategic advocacy plan carried out by school librarians across the state, the bill was amended to add school librarians.

While SB 3 was not considered in the House because it became part of the larger school finance bill, HB 3, it still is a tremendous victory for school librarians as the Texas Senate officially recognized that school librarians are teachers. *Passed.*

HB 1962 the TSLAC sunset bill, reauthorizes the agency for another 12 years. It gives the agency authority to advertise its programs and services; and the ability to sell reproductions of historical artifacts in its collection.

The bill was amended to carve out Legislative records and establish that ownership and legal custody of those records remains with the legislative entity. It also states that the Legislative Reference Library (LRL) is the depository for records created by members of the legislature and the lieutenant governor. LRL is also responsible for the preservation legislative records placed in other approved depositories.

TLA strongly objected to that new section, however, we supported passage of HB 1962 because reauthorization of the state library is essential to Texas libraries. *Effective 9/1/2019.*

HB 402, relates to the adoption of the Uniform Electronic Legal Material Act (UELMA), it offers a technology-neutral, outcomes-based approach to ensuring that online state legal material deemed official is trustworthy, will be preserved, and will be permanently available to the public. *Effective 9/1/2019.*

HB 700, as introduced expands the types of organizations that can apply for grants from the Texas Workforce Commission Skills Development Fund to include public libraries and local workforce development boards. The bill passed the House, but was amended on Senate floor to remove public libraries and passed as amended. A conference committee was appointed but rather than including public libraries in the bill, they added a requirement that TWC study and develop recommendations for increasing the fund's effectiveness, including expanding participation. *Sent to Governor.*

HB 1960 creates a Governor's Broadband Council. TLA advocated for a representative from the library community to be included in the Council membership, and the bill's sponsor agreed and amended the bill. *Effective immediately.*

HB 3730 requires that school districts and vendors must certify compliance with the Children's Internet Protection Act (CIPA) to be eligible to participate in TexQuest. TLA opposed this bill. It was passed by the House Committee on Culture, Recreation & Tourism, and placed on the calendar. However, the bill was not considered before the deadline for the House to pass House bills. *Died*

HB 4181 makes monumental changes to how official records of the Texas legislature are managed, creating a legislative branch carve out from public scrutiny, undermining the public's right to know, and limiting government accountability. TLA strongly opposed this bill; however, it was passed by the House and Senate. *Sent to the Governor.*

THANK YOU to everyone who testified, called, Tweeted, emailed and visited their Texas legislators to support our advocacy efforts!

Building a Flexible Library in the Trees

BY MAUREEN ARNDT

The last 20 years have seen the modern library compared to many things—a community center, a cultural hub, a living room. But a 21st century library goes well beyond those comparisons. Today's libraries are gathering places where friends and neighbors connect, collaborate with library staff, explore books and technology, and learn and create using library and community resources. To make this transformation in libraries today, both library staff and library designers must understand the uniqueness of each community, and how this new paradigm of library services affects existing space and creates new spaces.

Defining Space Through Community Involvement

In 2013, the City of Seguin embarked upon a journey to provide the best possible library service to its community. The existing 15,000-square-foot facility, built in 1965 and expanded in 1985, was no longer adequate to meet the evolving needs of the community. [720 design](#) was honored to win the contract to provide a detailed needs assessment, building space program and site selection analysis, and ultimately the implementation for a new library to serve the community for the next 20 years.

The first step in the process was to determine community needs. After gathering library statistics and data regarding output measures, including collection development/use statistics, programming statistics, demographics and technology outlooks, we began an extensive and inclusive community listening process. Community stakeholder input included three open community meetings with presentations on library trends and best practices.

For some of the attendees, the Seguin Public Library was the only library they had ever used, so they had not imagined the possibilities for a modern, public library. The team met with all the library staff members, friends of the library and board stakeholders, conducting both group and individual interviews. In addition, we met with two school districts, the mayor of Seguin and city council members, the city's IT and technology departments, Texas Lutheran University, the Seguin Chamber of Commerce, and citizen focus groups dedicated to children and teens. The library also set up a booth at a local business expo and conducted a library services survey. In all, this process allowed nearly 400 residents to have a voice in what the Seguin Public Library would offer.

And what they wanted was more:

- Library physical space
- Traditional and electronic resources, including more power sources
- Meeting space of all sizes
- Seats with technology
- Integration with outdoor spaces

The results of the inclusive community listening process indicated that the library space needs for the citizens of the City of Seguin was a 43,000-square-foot facility with 140 parking spaces and an outdoor programming space.

Based on the size required for the building, 13 potential sites were identified and evaluated. A site comparison matrix that allowed for both subjective and objective criteria as a basis for evaluation narrowed the list to three sites, including the existing site. Schematic concept designs with both exterior and interior layouts were developed for each site and comprised:

- An exploration for an addition and renovation of the existing library
- An addition and renovation of a historic downtown high school
- A new facility adjacent to a city park, hike and bike trail and Walnut Creek Park

These concepts were presented at an informational community meeting with more than 200 local residents in attendance. Seguin citizens were then given the opportunity to discuss the options with their city council members through an online discussion board with recommendations for which option would be included in the city's November 2013 bond election. The Walnut Creek Park site was ultimately selected as the best community location for the new and expanded library.

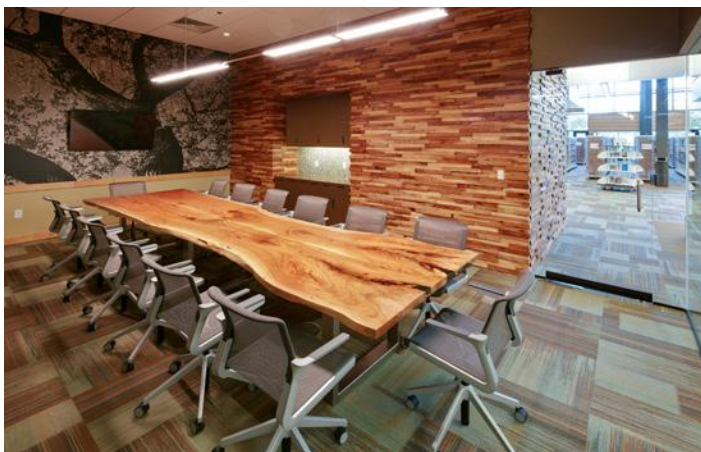


Nature as Part of Functional Design

The Walnut Creek Park site offers a park setting similar to the former library site with great visibility near the historic downtown square, and more accessibility for pedestrians, cyclists and vehicles than the existing location. The site allows for ample public parking, a challenge at the former site, with a drive-up book return and outdoor amenities.

In addition, the Walnut Creek Park site provides a connection to the Texas Department of Transportation hike-and-bike trail constructed concurrently with the library. The two-story design concept offers scenic views of Walnut Creek, which includes rock walls from a previous park designed by Robert Hugman, famed architect of the San Antonio River Walk.

The Walnut Creek Park site was heavily wooded with heritage pecan and live oak trees. The design team adjusted the building plan/orientation, parking and siting to preserve the maximum number of trees. However, several heritage trees were squarely in the footprint of the building. The team worked with a tree “harvester” and Mesquite Furniture of Texas, a local furniture maker, to remove the trees and branches for reuse in the building as paneling, wood flooring, benches, end tables, stump seats and live edge tables. Using the trees as part of the building further enhanced civic pride in the facility as well as reinforced the connection to the site, outdoors and nature.



The physical design of the building provides the sensation of walking into a treehouse. The library site is sloped; therefore as patrons enter the library, their first view is treetops through the glass facade overlooking Walnut Creek. The first floor balcony offers seating for viewing nature and reading, and is accessible from the story time room for outdoor children's activities like snack time and bubble blowing. The second floor balcony is a quieter space and reflects the peaceful nature of the second floor providing a more traditional reading room in the trees.

The library staff desired an interior that maximized flexibility. The adult fiction shelving is 66" high and on casters. This allows the shelving to be shifted and the stair landing is used as a stage for Sunday concerts and special events. The second floor overlooks the area, expanding the flexible program space.

The walls of the story time room are mobile partitions that can be completely folded to allow access to the area when there is not a children's event in progress. The picture book shelving is also on casters and can be shifted to expand the room for the library's most popular children's events.

The technology lab also has a mobile wall that allows access to the space and technology area when a class is not in session, or again to expand the area based on class needs. Seven study rooms and two conference rooms are in constant use by the community. Similar to trends at other libraries, study rooms are among the most popular spaces.



A Unique Space that Reflects the Community

The new [Seguin Public Library](#) celebrated its grand opening in September 2016 to great fanfare and LEED Gold certification. The library is the result of residents, city and library department representatives working alongside the project team to create a space that reflects and supports the evolving needs of the community to provide a space to meet, enjoy nature, play, learn and dream.



“In my memory, nothing has exceeded the expectations of this community more than our new Seguin Public Library. In my 10 years in public office, I have never seen such an overwhelmingly positive public reaction to a city project,” stated Seguin Mayor Don Keil at the opening ceremony, “It is truly a point of pride for the entire community – A community

that is truly committed to education, cultural enrichment and historical preservation.”



The community reaction to the new library has been overwhelmingly positive with patrons taking to social media to express their elation:

“I absolutely LOVE Seguin’s public library! The building is absolutely beautiful. I’d spend all day in there if I could.” - Rachel E, Yelp

“The new library is everything we had dreamed it would be and more. A beautiful place to come and explore as a family. Thank you to all the designers, builders, craftsman, and amazing library staff that made our new home away from home extraordinary!” - Amanda J., Facebook.

“An inspiring place to read, work, meet and commune... So proud to have this structure and these services in Seguin. An asset to our community.”

Tess C., MapQuest

“Customers are spending more time per visit in the library...(they) may come to use the computer or check out a book but spend time reading in the quiet reading room or find comfortable seating to do some work on their mobile device.”

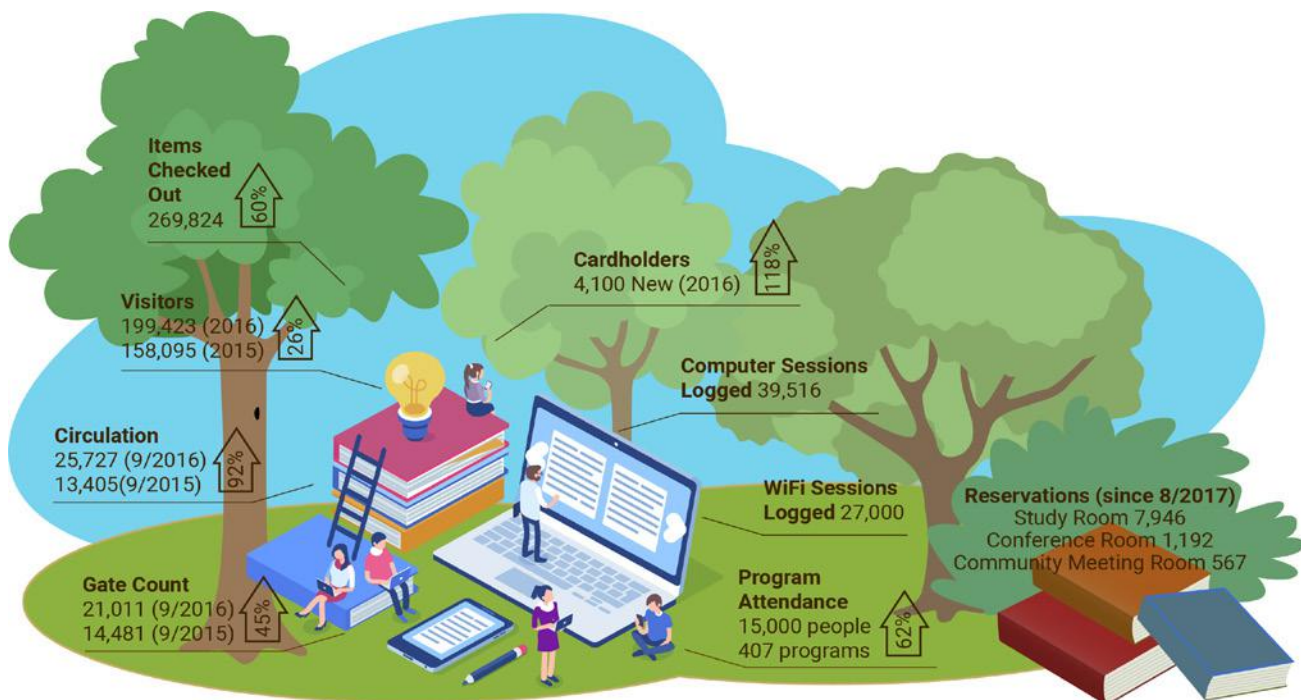
Seguin Library Staff

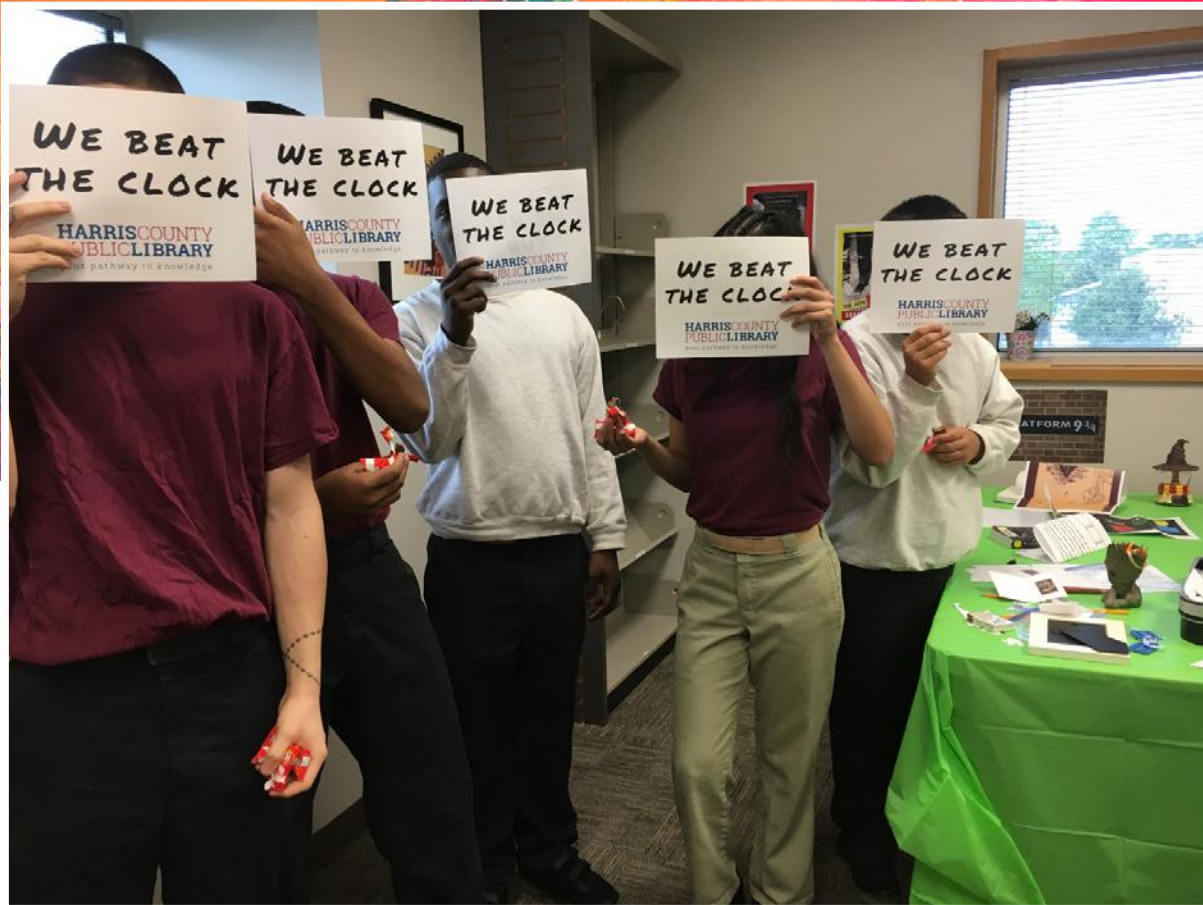
In addition, the library has seen a 60% increase in the number of items checked out, a 26% increase in the number of visitors, a 62% increase in program attendance, and an amazing 118% increase in new cardholders.

The project received awards including the ENR Texas and Louisiana Best Regional Projects 2017, 2017 Golden Trowel Award, and the Texas Downtown Association for the Seguin Public Library: Best Public Improvement.

The new Seguin Public Library is an example of all that is possible when a community comes together. Gone are the past ideas of libraries with fixed layouts and patrons speaking in hushed tones. Modern libraries are vibrant, flexible spaces that expand inside and outside to meet the unique needs of each community they serve.

Maureen Arndt is the Founding Principal of 720 design inc. AIA . RID . LEED GA





Library Services in Harris County Juvenile Detention Facilities

BY WENDY NIELSEN

When people ask me what it is like to work in the juvenile detention system, I tell them that I go in with my pen, my car key, my water and my wits. There are restrictions to working inside these facilities, but in Harris County we are focused on what we can do to serve this population.

“Miss, I passed the Language Arts section of my GED test this week,” my patron said with excitement. “That’s wonderful! Congratulations,” I replied. “I think it’s because of all the extra reading I’ve been doing since I got here,” he said while browsing the realistic fiction section for his next book. It was a simple exchange, but also a glimmer of success for the collaboration between the Harris County Public Library (HCPL) and the Harris County Juvenile Probation Department (HCJPD).

In the summer of 2016, HCPL and HCJPD embarked on a joint venture to offer consistent library services and enrichment programs to youth ages 10-17 in HCJPD facilities. An adapted version of the Summer Reading Program was offered at Harris County Youth Village in Seabrook, Burnett-Bayland Rehabilitation Center (BBRC) in Houston, and Leadership Academy in Katy. HCPL provided temporary collections to each site to increase the number of high interest books available to the youth. When participants earned a free book, the selections were held by the caseworkers until their release date due to restrictions on personal property allowed in the facilities.

“The partnership started when Thomas Brooks, former HCJPD Executive Director, and Edward Melton, HCPL Director, had a conversation,” said Dr. Beverly Nolan, HCJPD Education

Specialist, Training and Quality Assurance. "In the beginning it was more about helping HCPL understand the juvenile justice system and working around systemic challenges. Once we worked through those, we began looking at the many possibilities the HCPL could afford our youth. We started with overhauling all the libraries and developing them in a way that would encourage student interest and involvement."

HCPL outreach and collection development staff worked with each HCJPD facility to assess the current libraries and develop a plan for automating the sites with a library card for each patron and a full inventory of high interest middle grade and YA titles for all reading levels. Each library was weeded and HCPL and HCJPD committed funds to purchase books for each location. Some titles are obtained through existing HCPL inventory if enough copies are available.

In the summer of 2017, HCPL staff began running weekly library services for Youth Village. While BBRC and Leadership Academy had volunteers and staff who were offering regular library services, Youth Village presented the opportunity for HCPL to come in and build the vision.



The Youth Village library is situated in a room above the gymnasium. Bookcases line the walls and couches and armchairs are available in the middle of the room. There is a locking cable that anchors the laptop to a desk chair. Internet usage is not permitted so a MiFi hotspot is used to run the circulation software. A pen is a hot commodity, so library staff are careful to not set one down on the desk. Library staff must be escorted through the building and no cell phones are permitted.

The books are organized into five genres: nonfiction, realistic fiction, science fiction, fantasy and suspense. A color-coded dot on the spine identifies the genre. Color-coded star stickers are placed on the dots to indicate books in a series, graphic novels and Spanish language. A binder that lists the series books in order is available, as is a Texas Drivers Manual that was added when a student expressed interest in getting her license upon her release.

Oversized "coffee table" books are not permitted to circulate but can be enjoyed by patrons during their bonus time in the library along with current magazines and a rotating selection of play pack audio books.

The library schedule each Friday is held in conjunction with recreation time in the gym. There are three blocks of time that allow each dorm to have a minimum of 10 minutes in the library for check in/check out purposes and then the option of 30-45 minutes of bonus time in the library or gym. Each patron is permitted to have two books at a time in their dorm per the HCJPD fire code.

Since the beginning of 2018, the number of juveniles in the Harris County detention facilities has dropped, so the third block of time is being used for a boys' book club as of March. The book club is currently reading *The Hate U Give* with some meeting time dedicated to reading and the remainder used for games and activities that spark discussion.

As part of the collaboration, HCPL and HCJPD each provide a Juvenile Probation Library Specialist to work alongside the existing staff and volunteers offering library services. Additionally, these staff run the summer reading program and other enrichment activities related to literacy including memoir writing workshops, poetry workshops, "unlock the box" challenges and a literary letters program that pairs each student with a library staff pen pal.

The next facility scheduled for automation is Leadership Academy. A 2019 grant from the Texas Book Festival will boost building the inventory at Leadership Academy by fall of this year.

For the last seven years, the library has been run by Richard Evans, HCJPD Juvenile Probation Officer/Caseworker. Books have been donated and Evans scours used book warehouses for deals and admits to doing some dumpster-diving. The new inventory will replace well loved titles and add current titles.

"My most memorable moment has been seeing our residents tell each other about series books and be able to name each book in the series from memory," said Evans. "The biggest challenge is keeping our library fully stocked with the titles that our residents want or request."

Following Leadership Academy, BBRC and the downtown Juvenile Detention Center, where youth are held prior to adjudication, will be automated.

On a recent Friday evening at Youth Village, a new patron carefully browsed all sections of the library before making her selections. On her way out, she turned to the Juvenile Supervision Officer (JSO) at the door and said, "This is the most legit library I've seen in one of these places. It's like they have every book a kid in jail could want."

We are working on it.

Wendy Nielsen is a Juvenile Probation Library Specialist at Harris County Public Library.

PBS Books Launches a Free Library Engagement Program

BY HEATHER-MARIE MONTILLA



WHAT IS PBS BOOKS, ANYWAY?

It can seem that every PBS show starts or ends with a book. PBS American Experience's *Chasing the Moon*, premiering July 8 through 10, is a great example with its companion book published by Random House in June 2019, but in actuality not every film comes with a book.

Library staff often hear from their patrons, "I was watching this PBS show the other night about X. Do you happen to have a book related to it?" Librarians already do a stellar job responding, but PBS Books thought we could be a valuable partner in the conversation while sharing the awesomeness of books.

PBS Books knows that libraries are where people go to find out more. Librarians are the masters of information (they even have a Masters degree to prove it!). Having said that, PBS Books aims to amplify the amazing work that librarians already do, and strengthen libraries by leveraging PBS Books assets and resources. PBS Books is committed to engaging a national audience in unique book-related experiences that spark their curiosity and encourage a life-long love of reading and learning. Since 2014, PBS Books has been bringing together public media, the publishing industry, and some of the most important voices, influences, and cultural institutions in America.

Last summer, the John S. and James L. Knight Foundation made a \$250,000 investment in PBS Books to partner with libraries and connect local PBS stations and literary content to foster greater information sharing and community engagement. PBS Books started their work by hiring two library insiders—former Pequot Library (CT) Director Heather-Marie Montilla as Library Bureau Chief and Ferndale Library's (MI) Jeff Milo as Social Media Producer. Together, the new PBS Books team started a new chapter of its exciting work and captured more than 50 authors at the Miami Book Fair, sharing their stories via live stream and on demand with its other 650+ author interview videos.

PBS BOOKS LIBRARY ENGAGEMENT STAKEHOLDER SURVEY AND RESULTS

To determine the best way to serve libraries nationwide, PBS Books held a dozen interviews with librarians in late 2018, and then developed and distributed a Library Engagement Stakeholder Survey to gather feedback from people across the country. The survey received an overwhelming response; nearly 1,000 library personnel from 44 states and Washington, D.C. participated. Nearly 40 staff from Texas libraries completed the survey and shared their opinions, of which almost half were school librarians.

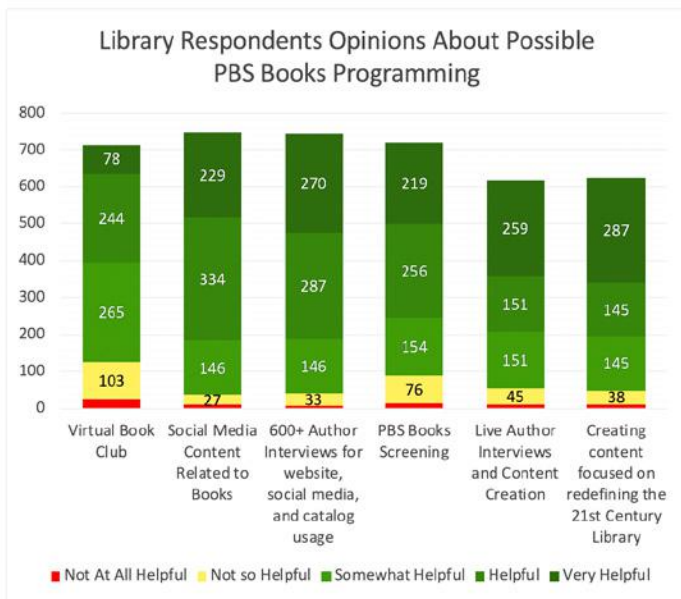
The nationwide survey was completed by library personnel in various roles, but the majority work in administration. Respondents reported that 70% of their libraries have 25,000 registered library card users or less, 20% serve between 25,001 and 100,000 registered card users, and less than 10% serve over 100,000 registered card users. More than 80% of libraries reported that general attendance, circulation, and attendance at special events and programs were important or very important metrics to focus on in 2019.

Overall, the results are clear; libraries are eager to take advantage of PBS Books' programs and trust PBS Books as a partner. According to the survey, 92% of libraries have a social media presence, of which 97% use Facebook, 56% use Instagram, and 54% use Twitter. Nearly 70% of libraries post at least several times a week. Approximately 85% of libraries are communicating with their communities using social media weekly. This identifies an opportunity for PBS Books to create quality social media content as a reliable and trusted source for libraries to use.

A majority said they were interested in having access to quality social media content to share and utilizing an archive of more than 650 high quality digital PBS Books videos. Video viewing comprises approximately three-quarters of all internet traffic; posting videos is an essential component of a social media strategy. Despite this, more than 55% of the libraries said that they never or rarely create their own video content. This presents another opportunity for PBS Books given that they make "video" book-related content, and have more than 650 videos from recent national book fairs and festivals.

The survey also showed that 70% of libraries participated in activities related to *The Great American Read*, a series that aired on PBS in 2018. The top three ways libraries utilized *The Great American Read* was: a book display (54%), social media through a post or repost (42%), and a book checklist (39%). This indicates libraries' interest in utilizing PBS content about books to spark community engagement. Most libraries reported that they would be interested in programs that allowed them to screen PBS shows, to provide digital access to author interviews and other literary content, and to highlight significant things happening at libraries.

In addition, the survey reveals a strong interest among libraries in digital and other content that fosters an interest in reading and connects their communities to the world of authors and literature. The following graphic illustrates the survey respondents' opinions about possible PBS Books programming.



In response to the survey results, PBS Books Library Bureau Chief Heather-Marie Montilla said, "We are thrilled to receive so much input from libraries across the country in order to develop a robust program to best serve them. In many ways, libraries are the bedrock of our society, and we look forward to building relationships that strengthen libraries and enhance the important work they do."

PBS BOOKS FREE LIBRARY ENGAGEMENT PROGRAM LAUNCHED

In response to library feedback, PBS Books developed a multi-faceted Library Engagement Program:

• PBS Screening Room

PBS Books will facilitate PBS national screening events at libraries across the country in partnership with local PBS stations through the **PBS Screening Room**. PBS Books will aim to provide two shows per year prior to their national airing, as well as coordinate live speakers related to the programming, if available in select markets.

• PBS Books List

PBS Books List is a bi-monthly book list produced by PBS Books to correspond with national PBS programming for adults and children/YA.

• PBS Books: Social Media Accelerator

PBS Books has developed a social media strategy in order to offer high quality book-related content to libraries, to engage a national audience, and to build its brand. PBS Books looks to share libraries' social media content through likes, re-posts, and retweets.

• PBS Books Video Book Club

Through our revised website, PBS Books is offering options for libraries to utilize our archive of 650+ author interview videos through a **video enhanced book club**.

• PBS Books Station Relations

PBS Books aims to be a connector for libraries to their local PBS station through **PBS Books Station Relations**. PBS Books will help libraries to craft their conversation, identify the right person to speak to, and provide an introduction.

• PBS Books Library Stream: Capture Book-Related Content

The **PBS Books Library Stream** aims to assist libraries in capturing book-related content, helping libraries to amplify their local and national impact through livestream and video creation. In order to accomplish this, PBS Books will: 1) create book-related content at libraries, 2) connect local PBS stations with libraries, and 3) develop a best practices tutorial with recommendations of different techniques that can be used by libraries to capture and maximize their local programming.

• PBS Books: Library Showcase, 2-3 Minute Library Highlight

This feature will highlight various aspects of exemplary libraries, illustrating unique things libraries are doing in urban, suburban, town, and rural communities.

• PBS Books: Public Spaces, 2-3 Minute Library Video Tour

PBS Books will capture these special places through a virtual behind-the-scenes tour in a short video, as part of its **Public Spaces** series.

Much of the programming is being offered to libraries across the nation, while a few components of the above program are being piloted in select cities across the country. Currently 1,000 libraries, including 35 from Texas, have signed up for the PBS Books Library Engagement Program. Already this summer, PBS Books has partnered with the American Experience to offer *Chasing the Moon* and *Stonewall Riots* to more 230 libraries across the country in collaboration with their local PBS stations. If you and your library want to be part of the PBS Books Library Engagement Program and take advantage of free resources, please sign-up [online](#). If you have any questions, please email hmontilla@pbsbooks.org.

Heather-Marie Montilla is the library bureau chief for PBS Books.



2019 Executive Leadership Immersion

August 4 – 8 | Lakeway (20 minutes west of Austin)

Incorporating high-level interactive sessions, case studies, outside experts, group discussion, individual projects and self-directed exploration, this leadership program prepares individuals to reach the next level of excellence.

Advance Registration: May 11 – June 30, 2019: \$1400

Regular Registration: July 1 – 15, 2019: \$1700

(Registration after 7/15 subject to space availability)

**Registration includes tuition, housing, and meals.*

Thank you to our sponsors:



www.txla.org/executive-leadership



www.tlabuyersguide.com

NEW! TLA Online Buyers Guide

*Guiding you to an even **smarter search***

The buyers guide is TLA's new home for all vendor member and exhibitor company listings. It's organized by categories and headings for easily-searchable results.

Libraries Can Help Efforts to Obtain Accurate 2020 Census Count

BY DOUGLAS LOVEDAY

Census Day is April 1, 2020, but efforts are well under way to educate the public about the importance of getting an accurate, complete census count next year. The U.S. Census Bureau is also busy engaging and partnering with trusted voices in local communities to help bring 2020 Census messaging to residents — and libraries are a key component of these efforts.

As a meeting and gathering point for people, libraries can help raise awareness and knowledge of the importance of the decennial census by sharing and displaying current 2020 Census messaging materials in their facilities and online. Next year's Census is also unique in that it is the first ever to include an online census response option. Libraries, especially those with patrons from lower income areas who may lack online access or devices, could provide a real service by providing time on library computers for residents to complete their questionnaires. By completing their Census online, residents will avoid having an enumerator (census taker) visit them to complete the questionnaire.

The theme for the 2020 Census is "Shape Your Future: START HERE." The data collected during each decennial census has a significant impact on states, local communities and individuals. Census data guide how more than \$675 billion in federal funding is distributed to states and communities each year, and it also determines how many seats each state will have in Congress.

Libraries can also help Census efforts by spreading the news about U.S. Census Bureau hiring. The Census Bureau is building a large and diverse workforce and seeks to hire workers for temporary jobs across the State of Texas. Multiple opportunities are available, with jobs offering weekly pay, competitive pay rates, flexible hours and paid training.

But an accurate count depends on the participation of everyone and the work of 2020 Census staff. Right now, the Bureau is recruiting applicants to fill address canvasser positions and positions for Area Census Offices that will open across Texas. Applicants interested in non-management positions should apply at www.2020census.gov/jobs. Applicants who are interested in management positions in ACO offices should apply at www.usajobs.gov. The Census Bureau will begin selecting address canvassers in May to begin work in August.

Available jobs (*based on location*) include:

- *Recruiting assistants* travel throughout geographic areas to visit with community-based organizations, attend promotional events and conduct other recruiting activities.
- *Office operations supervisors* assist in the management of office functions and day-to-day activities in one or more functional areas, including payroll, personnel, recruiting, field operations and support.
- *Clerks* perform administrative and clerical tasks to support various functional areas, including payroll, personnel, recruiting, field operations and support.
- *Census field supervisors* conduct fieldwork to support and conduct on-the-job training for census takers, and/or to follow-up in situations where census takers have confronted issues such as not gaining entry to restricted areas.
- *Address canvassers* will work during the daytime (daylight hours) and will follow maps on Census Bureau-issued mobile devices and ensure addresses match the map the Census has in its database.
- *Census takers* work in the field. Some field positions require employees to work during the day to see addresses on buildings. Other field positions require interviewing the public, so employees must be available to work when people are usually at home such as in the evening and on weekends.

Applicants are placed in an applicant pool for 2020 Census field positions and are considered as positions become available. Applications will remain active and updateable throughout the 2020 Census recruiting and hiring period.

For more information, contact 1-855-JOB-2020 and select option three. Applicants may also contact the Federal Relay Service at 1-800-877-8339. For more information, please visit the www.2020census.gov/jobs page or the Census Bureau's [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

Douglas Loveday is a media specialist in the Dallas Regional Census Office of the U.S. Census Bureau.

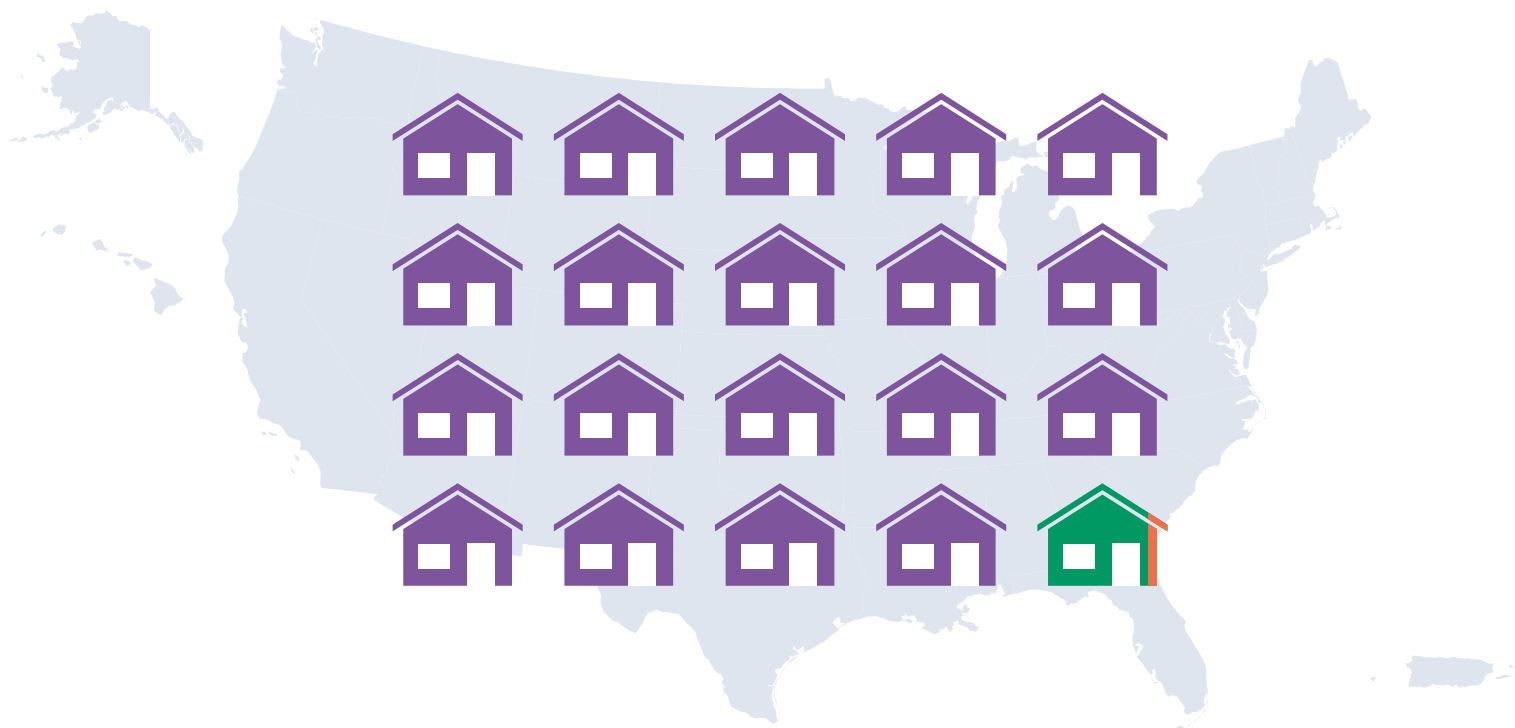
How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

LONG TIME LISTENER, FIRST TIME SPEAKER

BY KELLY MOORE

I had the opportunity to be part of a panel presenting a program at the 2019 TLA Annual Conference, and I hope that my positive experience might encourage other Texas librarians considering submitting a program proposal for a future TLA event to take that step.

I was fortunate to be on the [TLA Lariat Adult Fiction Reading List](#) committee for a three-year term and I'm proud of the work that the committee has done in curating an annual list of 25 adult fiction titles that are a "pleasure to read."

In the hopes of advocating for and marketing both the Lariat and the [Texas Topaz](#) reading lists, members of both committees brainstormed ideas for a program to present at this year's conference. Jessica Jones, the most recent Lariat list committee chair, handled all of the administrative aspects of planning a program. We also relied on TLA staff and program committee members for guidance and assistance throughout the process. The TLA conference management system is really organized and very simple to use!

About nine months before the conference, we submitted a proposal called "Using the Lariat and Topaz Lists in Your Library," which was approved. We were given three dates and times to choose for our program. Each of us signed an electronic speaker agreement, and sent in a headshot for the mobile app. We specified our A/V needs (projector, screen, and microphones) as well.

The day of our presentation at conference, before the program began, two different individuals came into the room to make sure everything was set up and working correctly. This was very much appreciated, and a sign of good conference organization. Our program was scheduled on the first day of the conference, and ended right before the Exhibit Hall Grand Opening. I was pleasantly surprised at how many attendees stayed for the entire presentation!

Despite our planning, the program was not completely without a hiccup or two on our end. Each of the three presenters on our program came from a different city, and we did not have time to rehearse beforehand other than what we had done through email.

In spite of a few missed signals between my co-presenters, I believe the program went well, and several people mentioned during the conference week that they enjoyed attending. I especially loved hearing the words, "I knew about the Lariat and Topaz lists, of course, but didn't realize all that could be done with them in my library." This was music to my ears, because this was the goal of our program.

While I'm fairly comfortable with public speaking due to previous experience, I know it can be a challenge for many people. Just know that, if you choose to present a program at a TLA conference, you are bringing your expertise to an audience of your peers who are there to learn and not to judge your speaking ability. And I believe it's a good thing to step out of one's comfort zone on occasion.

Speakers at the TLA Annual Conference were treated VERY well! When I checked in at registration, I was directed to a special check-in area, given a gift bag of swag, and a special speaker ribbon to wear on my conference badge. The gift bag included a number of thoughtful items, even socks and some chocolate (which didn't last long)!

Overall, the experience of being a first-time speaker at a TLA Annual Conference was a very positive one, and I would encourage those who are interested to explore submitting a proposal for next year's conference. Because it is such an incredible undertaking, the programming committee is already working on organizing next year's event and other proposals and programs are in the works. If you are interested, work with colleagues in the committees, round tables, divisions or districts you are a member of to develop your idea. I hope that it will be a great experience for you, too.

Kelly Moore is an adult services librarian at Carrollton Public Library.



You want change?
You gotta make change.
You have to **BE** change.

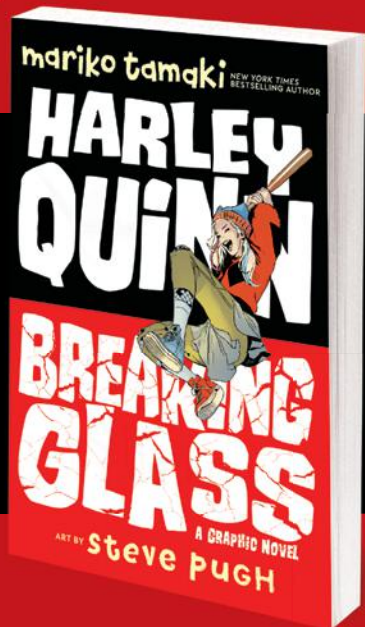


From the #1 *New York Times* bestselling author
mariko tamaki

HARLEY QUINN BREAKING GLASS

A GRAPHIC NOVEL

Eisner-nominated artist
steve PUGH



When the drag cabaret owned by Harley's fairy godperson, Mama, becomes the latest casualty in a wave of Gotham gentrification, Harley gets mad. She decides to turn her anger into action and is faced with two choices: join activist Ivy...or anarchist Joker.

From Eisner Award- and Caldecott Honor-winning author Mariko Tamaki (*This One Summer*) and artist Steve Pugh comes a coming-of-age story about choices, consequences, and how a weird kid from Gotham goes about defining her world for herself.



Harley Quinn: Breaking Glass ♦ Mariko Tamaki | Steve Pugh
9781401283292 | TP ♦ \$16.99/\$22.99 CAN ♦ Ages 13+ ♦ September 3, 2019



CONGRATULATIONS TO THE TALL TEXANS CLASS OF 2019!

Members of the TALL Texans Leadership Development Institute Class of 2019 were selected from a pool of dynamic Texas library leaders to study strategic planning, risk-taking, conflict negotiation, persuasion, coaching, ethics, personal career planning, and more. Nationally-known leadership experts Maureen Sullivan and Jack Siggins will lead the Institute. The class will also be supported by six mentors who are leaders in the Texas library community. TALL Texans 2019 is July 21 – 25 at the Montserrat Retreat Center.

TALL TEXANS CLASS OF 2019

Michelle Beebower, Librarian, Austin Public Library
Sarah Brandt, Librarian for 1st Year Programs, University of Texas at Austin
Kathryn Delamarter, Library Media Specialist, Central Elementary School, *Lewisville*
Sarah Falcon, Library Media Specialist, Lamar ISD, *Richmond*
Israel Favela, Branch Manager, Harris County Public Library, *Jacinto City*
Kristina Garcia, Children's Services Supervisor, McAllen Public Library
Kandra Gibbs, Adult Services Supervisor, North Richland Hills Public Library
Brandon Hodge, Public Services Librarian, Houston Community College
Elizabeth Hollenbeck, Outreach & Instruction Librarian, South Texas College, *McAllen*
Heather Hornor, Media Specialist, Dallas ISD
Esmeralda Majors, Librarian, Conroe ISD
Howard Marks, Director, Midland College
Nina Martin, Librarian Supervisor, Plano Public Library
Natalie McAdams, Director, Lake Dallas Public Library
Danielle McGhee, Director, Huston-Tillotson University Library, *Austin*
Julia Mitschke, Library Director, Cedar Park Public Library
Elizabeth Nebeker, School Librarian, Jersey Village High School, *Jersey Village*
Diana Slavinsky, Librarian Supervisor, Plano Public Library
Nikki Stroud, District Coordinator, Azle ISD
Kelly Wadyko, Librarian, Pasadena ISD
Angela Watts, Librarian, Dallas ISD

MENTORS

TLA President Cecilia Barham, Director, North Richland Hills Public Library
TLA President-Elect Christina Gola, Director, Recruitment & Organizational Learning, University of Houston Libraries
Becky Calzada, Library Services Coordinator, Leander ISD
Manya Shorr, Director, Fort Worth Public Library
Lisa Smith, Executive Director, National Network of Libraries of Medicine, South Central Region
Ann Vyoral, Digital Resources Consultant, Education Service Center 20, *San Antonio*



TCAL: SUPPORTING ACADEMIC LIBRARY LEADERS

The Texas Council of Academic Libraries (TCAL) exists to advance the interests of independent and state-supported college and university libraries in Texas, and to promote cooperation, communication, and resource sharing among its members.

Council membership is open to the head librarians of Texas universities and colleges, including community and junior colleges, as well as the head librarians of separately operated special libraries affiliated with state supported universities.

TCAL is hosting its Annual Conference September 9-10 in Lakeway, located just 20 miles West of Austin. Join head librarians from universities and colleges around the state at this interactive and informative event. Registration rates are \$105 for TCAL members and \$200 for non-members. Join TCAL prior to registering for conference to take advantage of the lower registration fee. Visit www.tsla.org/TCAL for more information, including links to join and register for the conference.



TEXAS LIBRARIANS TAKE D.C.

Jo Giudice, director, Dallas Public Library; and Elizabeth Rush, library specialist, Northside ISD were invited by the American Library Association's Washington Office to participate an event for members of Congress and their staff that focused on libraries and their crucial role in education and learning.

Giudice and Rush joined Liana Heitin Loewus, assistant managing editor, *Education Week*; and Nawaid Ladak, legislative assistant, Office of Congresswoman Eddie Bernice Johnson on a panel to share how school and public libraries transform children who are learning to read into students who are reading to learn; examine how libraries supplement school curriculum in and out of the classroom; and discuss opportunities for robust partnerships with libraries as anchors of their communities.

The Texas librarians also had the opportunity to meet with Rep. Eddie Bernice Johnson, and presented a resolution to Rep. Will Hurd on behalf of the Texas Library Association thanking him for his leadership on the reauthorization of the Museum and Library Services Act.



A MESSAGE FROM TLA PRESIDENT CECILIA BARHAM

Greetings fellow TLA members! As we head into a busy summer, I wanted to share some TLA news with you.

Dana Braccia is stepping down from her role as Executive Director for family reasons effective mid-June. She has loved her time in Texas and working with the wonderful TLA members. Information regarding the Executive Director position will be posted in the near future on the TLA website. During the transition, please reach out to [TLA staff members](#) for assistance.

The Executive Board plans to appoint a temporary interim Executive Director for the short term to help provide support during the transition process. The board is also in the process of creating a recruitment panel and process to ensure our diverse membership is fully represented in this important process.

We wish Dana and her family all the best, and thank her for her service to TLA!



Continuing Education

CE: sessions offer continuing education credits; Ticketed: session requires tickets

There is not a charge for the education sessions requiring tickets; the luncheon ticket is \$38.50 and must be purchased by June 28.

Thank you to the Texas State Library & Archives Commission for sponsoring the continuing education sessions.

Texas Library Association
**ANNUAL
ASSEMBLY**

July 8 – 11, 2019 | Austin

MONDAY, JULY 8

4:30 – 6:00 PM | Texas Ballroom 1, 2nd floor

LEADERSHIP TOOLKIT OVERVIEW (For TLA officers)

Explore the critical tools for leading a TLA division, district, round table, committee, or task force in 2019-2020, including TLA Google Team Drives, Zoom for conference calls and webinars, and your connection to your TLA Executive Board liaison. Attendees are encouraged to bring a laptop, tablet, or smart phone for the hands-on experience.

*Cecilia Barham, North Richland Hills Public Library and
Ted Wanner, Texas Library Association*

7:30 – 9:00 PM | Texas Ballroom 1, 2nd floor

UPGRADE! A NEW VISION OF OUTRAGEOUS SERVICE

Kick off Annual Assembly with a celebration of service. Whether we are helping our users at our libraries or helping each other in TLA, service is the heart of our profession. An internationally known consultant will share simple, practical, and fun ways to transform our service to Positively Outrageous Service®!!!

Andrew Szabo, PositivelyOutrageousService.com

TUESDAY, JULY 9

8:30 – 9:20 AM | Texas Ballroom 1, 2nd floor

GET READY FOR CONFERENCE 2020!

Bring your questions both big and small to this informative program on the next steps to prepare for next year's amazing conference in Houston. Discover all the steps in program planning from now until March 24-27, 2020.

*Cecilia Barham, Leah Mann,
and Robyn Reid, Conference Program Committee;
Robin Morris and Ted Wanner, Texas Library Association*

9:30 – 10:30 AM | Texas Ballroom 1, 2nd floor

READING LIST COORDINATION COMMITTEE: TOOLS AND TRICKS FOR TLA READING LIST CHAIRS

Reading list chairs and administrative assistants will discuss reading list policies, procedures, programming and ways to increase lists visibility. All reading list committee members are invited but not required to attend.

*Laura Glaser Falli, Round Rock ISD, and
Susi Parks Grissom, Dallas ISD (retired)*

11:00 AM – 12:00 PM | Texas Ballroom 2, 2nd floor

TXLA.ORG WEBSITE TRAINING

If you will ever need to edit your unit's web page, this class is for you! Learn the essentials.

*Cassandra Sanchez-Barrera and
Miranda Dickson, Texas Library Association*

11:40 AM – 12:15 PM | Texas Ballroom 1, 2nd floor

TLA BUDGET Q&A OPEN HOUSE

Officers are invited to learn about TLA budgeting, financial policies, and practices that impact units and committees.

Sherra Bowers, Texas Library Association

1:00 – 2:20 PM | Texas Ballroom 1, 2nd floor

MANAGING MEETINGS AND PARLIAMENTARY PROCEDURES (CE; TICKETED)

Meetings are a critical part of any organization. At your library, in a TLA group, and at Council, you can learn how to run meetings efficiently and effectively. This program will explore the powers and limitations of different kinds of meetings, the role of the committee chair, and how to use parliamentary procedure effectively.

Kirk Overbey, Professional Registered Parliamentarian

2:30 – 4:20 PM | Texas Ballroom 1, 2nd floor
INTRODUCTION TO PROJECT MANAGEMENT
(CE; TICKETED)

Project management skills are great additions to any resume, but vital in coordinating the programs of a division, district, round table, or committee. Learn to identify and select project templates, designs, timelines, strategies, and techniques. A typical project will be used as an example.

Julie Todaro, Austin Community College

4:30 – 5:20 PM | Texas Ballroom 1, 2nd floor
HERDING YOUR CATS: MANAGING VOLUNTEER OFFICERS (CE; TICKETED)

Whether you are the Chair of a TLA group or leading a project in your personal life, you may face the challenge of bringing volunteers' talents and labor together to accomplish goals. Learn how to recruit, support, focus, reward, and retain these key people.

Mary Beth Harrington, 501c3 Empowering Nonprofits, and Ted Wanner, Texas Library Association

WEDNESDAY, JULY 10

8:00 – 9:30 AM | Foothills 1, 17th Floor
AR/VR TECHNOLOGY IN THE LIBRARY
(CE; TICKETED)

Join TSLAC's library technology consultants as they discuss the latest trends in Augmented Reality (AR) and Virtual Reality (VR) with a focus on libraries. Get a sneak peek at the future with a hands-on chance to play with Merge Cubes, VR/AR mobile apps, and the new Oculus Go goggles.

*Cindy Fisher and Henry Stokes,
Texas State Library and Archives Commission*

10:00 – 11:30 AM | Foothills 1, 17th Floor
NEW TEXAS SCHOOL LIBRARY STANDARDS MEET THE ACRL INFORMATION LITERACY COMPETENCIES (CE; TICKETED)

Let the games begin! In this session we will look at how the new School Library Standards intersect and connect with the ACRL Information Literacy Competencies and how we can use those intersections and connections to prepare and sustain our students in their successful pursuit of a post K-12 degree. Come and join us for an exciting ride that connects K-12 and higher ed!

Elizabeth Philippi, Texas State Library and Archives Commission

12:00 – 1:20 PM
LUNCHEON FEATURING TEXAS REPRESENTATIVE RYAN GUILLEN

(TICKETED; \$38.50, PURCHASE BY JUNE 28)

How did libraries fare in the 86th Texas Legislative Session? Our luncheon keynote speaker, Representative Ryan Guillen (Rio Grande City) is a long-time library supporter who serves as vice chair of the Ways & Means committee. Join us for a behind the scenes look at the process, and the impact key legislation will have on all libraries and our communities.

12:00 – 1:20 PM | Foothills 1, 17th Floor
BROWN BAG WITH TEXSHARE & TEXQUEST

Come get the latest updates from TexShare and TexQuest! Texas State Library planners will cover the latest electronic resources and plans for the coming year.

*Elizabeth Philippi and Danielle Plumer,
Texas State Library and Archives Commission*

2:30– 3:30 PM | Foothills 1, 17th Floor
UPDATE ON THE TEXAS STATE LIBRARY & ARCHIVES COMMISSION (CE; TICKETED)

Join the Texas State Library Director and State Librarian for an update on recent TSLAC issues and activities, including his perspective on the 86th Legislature, Sunset reauthorization, and plans for the future.

Mark Smith, Texas State Library and Archives Commission

4:00 – 5:00 PM | Foothills 1, 17th Floor
CENSUS 2020: WHAT CAN LIBRARIES DO NOW?
(CE; TICKETED)

The population of the United States is counted every 10 years as required by the Constitution. The Decennial Census helps to determine how many House seats are apportioned to each state in Congress, how congressional districts are drawn and how federal funds are distributed to states. In 2020, the public will be able to participate in the census online, by phone, or on paper. Learn what libraries need to do now to get ready. This session will provide an overview of 2020 Census innovations, timeline, and Community Partnership and Engagement program outreach plans.

Macy D. Hurwitz, U.S. Census Bureau



Almost 7,000 library professionals gathered in Austin April 15 - 18 for a week filled with learning, laughs, and fun. More than 325 education sessions and programs presented by 700+ leaders, policy experts, authors and innovators from Texas and beyond inspired entrepreneurial thinkers, and equipped attendees for success. Hands-On Labs, Innovation Labs, and maker table demonstrations put the latest gizmos, gadgets, apps, and useful tech tools in attendees' hands.

The 467 exhibitors (of which 64 were new) in the Exhibit Hall showcased a huge array of products and services for all types of libraries – school, public, academic and special. And it wouldn't be a TLA conference without a fantastic line up of authors and illustrators; this year more than 200 signed in the Authors Area, as well as in exhibit booths throughout the hall.

“The majority of the sessions I attended were excellent and there was a terrific selection of vendors.”

TLA introduced several new programs including TLA After Hours which featured fun programming alongside power full sessions on topical issues, and Comic Book Day, a day dedicated to all things graphic novel and comic book with programming for fans and non-fans alike.

“Arguably the best state library conference I’ve ever attended.”

Thank you to all of the participants, sponsors, speakers, volunteers, and exhibitors for making the 2019 TLA Annual Conference an outstanding success. We'll see you next year in Houston for TLA 2020, March 24 – 27.

“It is difficult for me to choose a favorite part of the conference because every part of it was amazing! I enjoyed all my sessions and found them quite enriching to my growth, as both a director and a librarian. Both general sessions were great, as well! Sylvia and Scott spoke passionately about their own experiences with libraries and their own life experiences. I was especially touched by Sylvia's story of resilience and perseverance.”



TLA 2019 SUPERHERO MOMENTS

New in 2019! Three TLA members enjoyed an upgraded 2019 conference experience by being selected as TLA Superheroes. Jessalynne Denison, Ingrid Grant, and Maria Sinapuelas were randomly picked from the crowd and celebrated as TLA Superheroes. Prizes included complimentary tickets to TLA 2019 lunches, TLA store gift cards, and reserved seating for General Session I and General Session II. TLA would like to thank the sponsors of the 2019 Superhero moments: Library Design Systems; EBSCO; and Pina Publishing.



Watch Maria Sinapuelas become a TLA Superhero!

MEMBER GRAND PRIZE



Congratulations to Beth Brymer, librarian at Leander ISD, the winner of the TLA Member Grand Prize, a Geometrix Mobile Shelving Unit from Brodart

EXHIBITOR SHOWCASES

Over 20 educational programs were presented in the two Exhibitor Showcases this year. The broad range of topics, presented by TLA exhibitors, offered attendees many great opportunities to learn from the experts in their fields. We thank all of the exhibitors that participated!

SAVE THE DATE

A VISION FOR ALL TEXANS

TLA  2020

★ HOUSTON ★

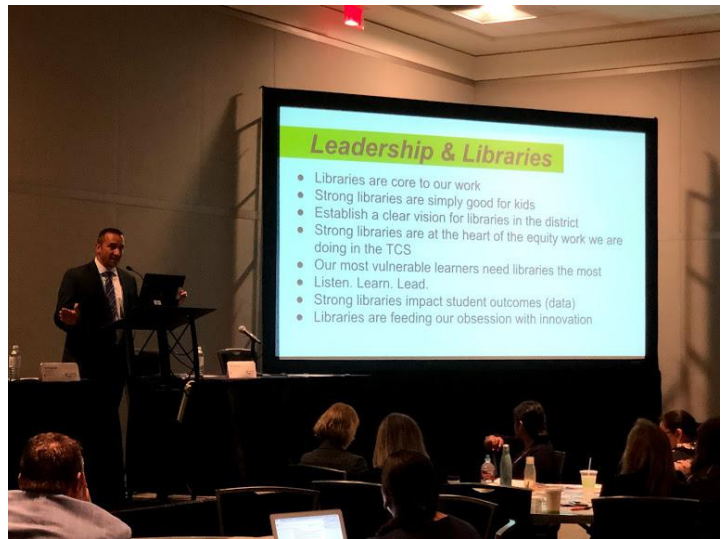
MARCH 24 - 27

14th Annual TLA School Administrators Conference a Great Success

BY AMI USELMAN



(l-r) Stella Bromley, Carolyn Foote, Vanessa Ashcroft, Becky Calzada, Lisa Kulka, Ami Uselman



Keynote speaker Dr. Mike Daria, Tuscaloosa City Schools Superintendent

“I call on my superintendent colleagues and our political decision makers to begin to see an investment in libraries as an indispensable part of our work. Stronger libraries equal stronger readers. They become places where students can learn, imagine, create, and build.” – Dr. Mike Daria

Tuesday, April 16, 2019 marked the Texas Library Association’s (TLA) 14th Annual School Administrators Conference (SAC), a day set aside for superintendents, principals, directors, and academic deans to come together and explore the connections between effective school library programs and student success. SAC is designed to inspire, inform, and change the way Texas schools leverage their libraries in order to engage students, support teachers, advance learning, and prepare well-rounded learners for the future.

The conference also provides an opportunity to recognize the positive impact of effective school library programs on student achievement, examine critical elements of successful library

programs and provide supporting resources and materials.

Dr. Mike Daria, Tuscaloosa City Schools Superintendent and recipient of the 2018 AASL Distinguished School Administrators Award, was this year’s SAC keynote speaker. Dr. Daria shared data demonstrating how expanding and supporting the role of the school library and employing certified school librarians on each campus positively impacts test scores and creates a culture of readers. His thought-provoking message—the desire to make libraries the “heartbeat” of every school and to provide each student with equitable opportunities for success—was in perfect alignment with what TLA wants to share with school administrators.



“My call to action will be to conduct listening sessions with campus librarians like Dr. Daria talked about. I will ensure we have Library Media Specialists serving on campus and district leadership teams!”
 – School Administrator

One of the goals for this year’s conference was providing time and opportunities for administrators to engage in discussions, make connections and strengthen networks. Attendees were divided into small groups. Teams comprised of one campus principal and librarian facilitated discussions with focus topics to help promote an open dialogue with other educators about how we can start or continue to positively impact students through strong libraries.

Focus topics were:

- Budget and Collection Development
- Hiring and Expectations
- Librarians as Instructional Partners
- Safe Nurturing Environment/Flexible spaces

Resources aligned with the Focus Topics are available [online](#).

“It was so wonderful to hear district leaders with strong ties to the library. I needed to hear that I am obligated to be a voice. I needed to be encouraged to share my voice. The speakers were excellent.”
 – Campus Principal

In order to best serve all Texas students, it’s critical that our school leaders understand the importance of strong library programs in closing achievement gaps and providing equal access to learning for all students; at the end of the day, attendees left the Conference better informed and empowered to advocate for librarians and libraries. As members of TLA, your voice and presence are critical in advocating for school libraries, and we’d like to extend our sincere thanks to all who attended SAC this year. **Plan ahead and recommend your school administrator to attend the School Administrators Conference in Houston @ TLA 2020!**

Ami Usleman is the director of library services at Round Rock ISD.

LAUNCH

Career Lift Off

2019 LAUNCH

September 22 – 23 | South Padre Island

TLA’s newest leadership program is designed for library professionals with less than five years of experience. Participants will learn effective networking and leadership skills that will serve them throughout their careers. Sessions will be taught by dynamic leaders in the field.

Advance Registration: June 1 – July 30, 2019: \$180

Regular Registration: August 1 – 31, 2019: \$210
 (Registration after 8/1 subject to space availability)

**Registration includes tuition, housing, and meals.*

Thank you to our sponsors:



www.txla.org/launch

Teacher Day Year Three Wrap-Up

BY PRISCILLA DELGADO



The third annual Teacher Day@TLA was one for the books! Nearly 80 teachers and their sponsoring librarians started the day bright and early with breakfast, and an engaging panel discussion featuring authors Kate DiCamillo and Chris Van Dusen, as well as Scholastic Ambassador for School Libraries John Schumacher, better known as Mr. Schu. The attendees spent the rest of the day exploring everything the conference had to offer.

Teacher Day participants identified several takeaways from this year's event - ideas for teachers and librarians to implement together including digital escape rooms, book clubs, research, and library advocacy. Teacher Day registration included access to the full conference, which almost half of the attendees took advantage of, some even attending Tech Camp and other pre-conferences. The majority of the attendees said their favorite part of the conference was having the opportunity to meet authors and acquiring books to add to their classroom libraries. One teacher even stated that TLA was "one of the best conferences I have ever attended."

The goal of Teacher Day @ TLA is for classroom teachers who experience this special event to return to their districts as library advocates and collaborators – and perhaps become librarians themselves. This goal is coming to fruition in various ways. One librarian enthusiastically shared, "Teacher Day at TLA was a wonderful experience for my colleague and me. We recently submitted a collaborative proposal for next year's conference!" Ryan Damron from San Marcos CISD, an attendee at the first Teacher Day@TLA as a classroom teacher, is now working as a school librarian and sponsored two teachers of his own! As Teacher Day continues to grow, the planning committee hopes to continue to see success stories such as these, and further strengthen the partnership between teachers and librarians.

Priscilla Delgado is a doctoral student at St. John's University, and former elementary school librarian.



(l-r) Mr. Schu, Kate DiCamillo, Becky Calzada, Chris Van Dusen

COMIC BOOK DAY

BY TUAN NGUYN

On Wednesday, April 17, the Texas Library Association held its very first Comic Book Day during annual conference. Comic Book Day was created to celebrate all things comic, graphic novel, and pop culture fandom; and how this culture can be shared in and between libraries. Some attendees came fully dressed in their best handcrafted costumes. Costume play or “cosplaying” may seem silly to those who don’t participate, but it’s a great escape for those who do; it provides a sensation similar to the one readers have when they lose themselves in a book. Cosplayers take great pride and ownership in emulating their favorite character’s costume and they obsess over the finest details.

The day began with two featured comic programs: the first, by Jennifer Stafford (Ft. Worth ISD), Audrey Wilson-Youngblood (Keller ISD), and Elizabeth Weaver and Lindsay Wiggins (Carrollton-Farmers Branch ISD) was on using graphic novels to connect students to curriculum; the second was Marc Nobelman’s session on how a picture book changed history with his unprecedented story of the injustice by the creator of Batman (also a documentary on Hulu).

While there were numerous well attended sessions at Comic Book Day, two that received some of the highest ratings were “Unmasking the Secrets of Running a Comic Con in Your Library” and “How Dungeons and Dragons Can Save the World”. The former was presented by Bette McDowell (Pflugerville Public Library), and Sara Pavone and Christina Taylor (Round Rock ISD). The latter session highlighted how to create and promote a successful Dungeons and Dragons or role-playing experience in your library and was presented by Amanda Cawthon (Pflugerville Public Library), Colby Garr (Northwest Arkansas Classical Academy), Christina Hicks (Friendswood Public Library), Elizabeth Howard (Texas Wesleyan University), Erik Knapp (Plano Public Library), and Kasey Lansangan (Pflugerville Library volunteer).

Another first for TLA was having Misako Rocks, the first ever Japanese manga artist (mangaka), present at conference. She provided two wonderful sessions on the intricacy of manga style, which highlighted its nuances, and how to draw manga characters.

Other notable sessions included “Starting a Graphic Novel Book Club for Girls and Women” by Ray Sablack (Dallas Public Library) and Keli Wolfe (Zeus Comics); “Bibliotherapy with Comics: Why Superheroes are Great Therapists” by Matthew Hand (Texas Wesleyan University Psychology); “Create Magic in Your Library with a Harry Potter Club” by Jennifer De Waelsche (San Antonio ISD) and Sonja Schulz (Nacogdoches ISD); “Forgotten Heroes and Insidious Villains: Comic Books as Cultural Archaeology” by John Nevins (Lone Star College) and Ray Sablack (Dallas Public Library); “Digital Comics Today: How Comics Can Educate, Entertain and Engage Readers of All Ages” by iVerse Media.

Throughout the day, more and more cosplayers were seen attending sessions, adding to the excitement of the Cosplay Fashion Show and Contest grand finale. Over thirty cosplayers paraded down the main exhibit hall aisle to the fashion show stage. The contest coincided with the Maverick Graphic Novel Committee 10th anniversary party, where the winners were announced. The winners were Belle from Beauty and the Beast, Elsa from Frozen, Gandalf and Saruman from Lord of the Rings and, Spider-Man. TLA’s first ever Comic Book Day is officially in the books.

Tuan Nguyen is a library consultant at Mackin Educational Resources and member of TLA 2019 Program Committee.



TASL Maker Playground

BY NANCY JO LAMBERT

Playgrounds, which were hugely popular at the International Society for Technology in Education annual conference, are a hands-on space where current practitioners share the activities, tools, and curriculum that they are using in schools with students. In response to Texas Association of School Librarian (TASL) members expressing interest in maker programming, TASL Chair Nancy Jo Lambert brought a Maker Playground to the Innovation Lab for TLA 2019.

The TASL Maker Playground hosted nationally known maker experts James Allen, Sherry Gick, Heather Lister, Jessica Malloy, Heidi Neltner, Leslie Preddy, Nicholas Provenzano, and Gina Seymour. They presented in shifts all day Tuesday and Wednesday, sharing a wide range of maker products provided by MackinMaker, the playground sponsor. Some of the maker products shared were: LittleBits, SamLabs, Keva Planks, Makey Makey, Hyperduino, Bloxels, greenscreen, Micro:bit, HummingBird Robotics, and Chibitronics. Presenters were at four tables provided by Indeco in the Exhibit Hall Innovation Lab with monitors donated by Frisco ISD. Each presenter provided resources on the products they shared while demonstrating a wide range of the product's capabilities. The full website with the schedule, links to each presenter, their shared resources, and Flipgrid videos is available [online](#).

Nancy Jo Lambert is a librarian at Reedy High School in Frisco ISD and the 2019 TASL chair.



Innovation Lab

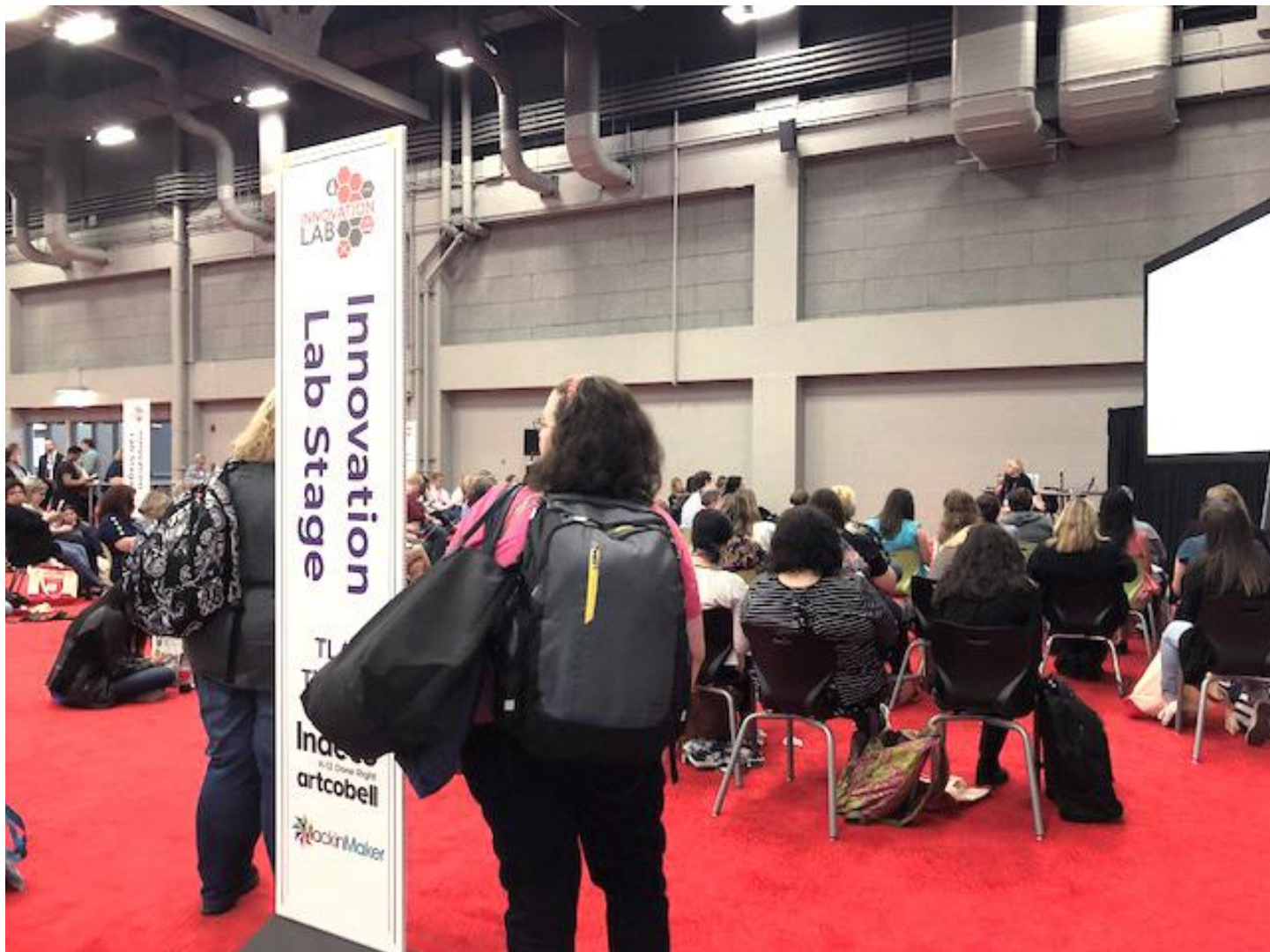
BY LEAH MANN

For the past four years, the Texas Library Association Annual Conference has provided attendees a unique experience in the Innovation Lab, and the 2019 conference in Austin was no exception! This experience boasts stage presentations and demo tables in the Exhibit Hall, all devoted to STEM/STEAM, the maker movement, and other innovative library programs and practices that center on emerging technologies and sparking patrons' passions.

This year the Innovation Lab had a unique addition, thanks to TASL and their Maker Playground. This new program, sponsored by Mackin, featured nationally known speakers such as Heather Lister and James Allen. The playground afforded attendees a chance to have hands-on experiences with many maker-related resources.

Sessions across all three areas in the lab were well attended, with professionals from all library types finding something to take back to their libraries. Plans for next year's Innovation Lab are well under way. If you missed this year's, make sure to check it out in Houston!

Leah Mann is a library media services instructional specialist at Lewisville ISD and a member of the 2019 TLA Program Committee.



TLA 2019 Contributed Papers

BY SARAH MERRILL

Contributed Papers were presented for the second consecutive year at the TLA Annual Conference. Proposal abstracts were submitted online via the TLA website and the Contributed Papers Subcommittee selected eight papers for presentation and publication in 2019. Contributed Papers consist of two parts: a 20-minute presentation at the TLA Annual Conference, followed by publication of the paper in a special digital-only issue of the *Texas Library Journal* in the summer.

Most of the 2019 presenters are academic librarians or faculty at LIS schools. Five are in Texas institutions, but three are from out of state, two from Oklahoma and one from Arkansas. Topics presented included recruiting military veterans to librarianship, challenges of data curation, propaganda analysis in academic library instruction, cyberinfrastructure adoption in academic libraries, analysis of e-book platforms, article processing charges in library science journals, using advertising campaigns to increase library usage, and promoting library programming through campus-wide workshops. The full articles on these topics will be published later this summer.

Academic librarians, especially those needing to publish, are encouraged to submit their paper abstracts for consideration. Deadlines for submitting paper proposals for the 2020 TLA Annual Conference will be announced later this year. For more information, contact Tine Walczyk at tine133@gmail.com.

Sarah Merrill is the Librarian II/Assessment Officer at Texas Woman's University, School of Library and Information Studies, and chair of the TLA 2019 Contributed Papers Subcommittee

Great Ideas Posters & Lightning Talks

BY JOHN MARINO

The 2019 Texas Library Association Annual Conference offered attendees countless opportunities to learn, share, and grow as library professionals. The first annual Great Ideas Posters and Lightning Talks session provided a forum for our colleagues to share great ideas without having to prepare a full workshop or presentation. Presenters submitted their great idea and upon acceptance were asked to provide a visual display during the session (poster, slideshow on a laptop, model, etc.); they also prepared a 2-minute preview of their great idea, inviting attendees to engage in further discussion at their station.

The Atrium in the Austin Convention Center provided a beautiful setting in which to share more than 20 innovative ideas: Go Brand Yourself!; Assessing Research Consultations: Surveying a 'Captive' Audience; Could You Pass the U.S. Citizenship Exam?; Beyond Scratch: Using HTML and CSS Coding to Develop Pages with Teens; Students Have a Voice!; Library Jeopardy; Animal Antics! Your Students' Writing Reaches the World Through GigglyIT; Legos in the Library; 12 Programs to Get Tweens/Teens Engaged; Letting Go of Your Old Program; Student-Led Integrated Marketing Campaign for the School Library; The Dynamic Duo - the Librarian/Principal Relationship; Libraries and the Future of Rural Texas; Enhancing Public Engagement for Program Attendance; Learn It Together and Learn It Well: Forming a Linked Data Study Group at University of Houston Libraries; Hosting a People Library; Understanding the Audience: Connecting the Dots through Engagement Data Analysis; Designing on a Dime: Updating Your Library Space with Limited Funds; Best Practices In Marketing & Outreach To Amplify Discovery & Engagement; How to Engage 21st Century Students with Digital Content; and Digital Fabrication for Building STEM Skills in Elementary Students.

Take advantage of this opportunity to share your great ideas with our colleagues at the 2020 Texas Library Association Conference in Houston!

John Marino is an assistant professor in the College of Information, Department of Information Science, at the University of North Texas and member of the 2019 TLA Program Committee.

A “Super” Convention for the Lindie Lou Adventure Series

BY NANCY KIEFER



As soon as children’s author, Jeanne Bender, who writes the *Lindie Lou Adventure Series*, her creative director, Sandy Bonahoom and her editor, Nancy Kiefer walked into the Austin Convention Center they knew this year’s TLA conference was going to be different.

“This Super Hero theme is going to be so much fun!” said Bender, while she helped set-up their booth, placed banners, table runners, book displays, and posters in anticipation of a great time in Austin. Kasey Hyde and Cindy Boyle from TLA greeted “Team Lindie Lou” with open arms. The reunion had been long anticipated.

“We knew after last year that we wanted to come to Austin. Cindy and her team are the best! The effort they put forth to make these conferences fun and memorable for all is unmatched!” said Kiefer.

The *Lindie Lou Adventure Series*, from Pina Publishing in Seattle, was proud to be a Bronze sponsor at the conference. They also participated in the Exhibit Grand Opening, were a Super Hero sponsor, and Team Lindie Lou participated in the Cosplay Fashion Show.

The *Lindie Lou Adventure Series* offers three books to date, with a fourth book coming in October. This beginning chapter book series is written at a second-grade reading level. Each book takes place in a different location, during different month of the year.

The first book, *Flying High: Flying on an Airplane for the Very First Time* takes place in St. Louis. When an adventurous puppy named Lindie Lou is old enough to travel, she is adopted by a couple who lives in Seattle. Three clues at the end of this book and subsequent books in the series, give hints to where Lindie Lou is going on her next adventure.

The beginning chapter books have between 165-250 pages. Large dynamic fonts and adorable color illustrations adorn the pages. The interior format makes them perfect for many types of students. “Teachers, reading coaches, ELL, gifted, and special ed. teachers, are going to be so excited about these books.” said a reading specialist who visited the Lindie Lou booth.

Educators learned all about the series and its educational connections in a session called, *I Can’t Wait to Read Where You Take Me: Linking Literacy and Learning to Your Curriculum*, presented by Bender and Kiefer in the Exhibitors Showcase. Attendees left with lists of the Texas Essential Knowledge and Skills Standards the books support, links to the lindielou.com website, and educational materials to use with their students. Many left the session humming the “Lindie Lou Song.”

“Their enthusiasm and passion for writing quality books which support ELA, social studies, science, library, technology and music curriculums had me hooked right away. I can’t wait to take these books back to my students,” said a library media specialist.

“The passion of the educators, the friendships our team formed, and the opportunity to share our book series was incredible,” Bonahoom shared. “Children in classrooms across the south will soon be reading the Lindie Lou Adventure Series. This truly warms our hearts.”

Nancy Kiefer is the editor and educational consultant for Pina Publishing, Seattle, WA.

TLA 2019 Has Gone to the Dogs ... Therapy Dogs!

BY MIKE PULLIN



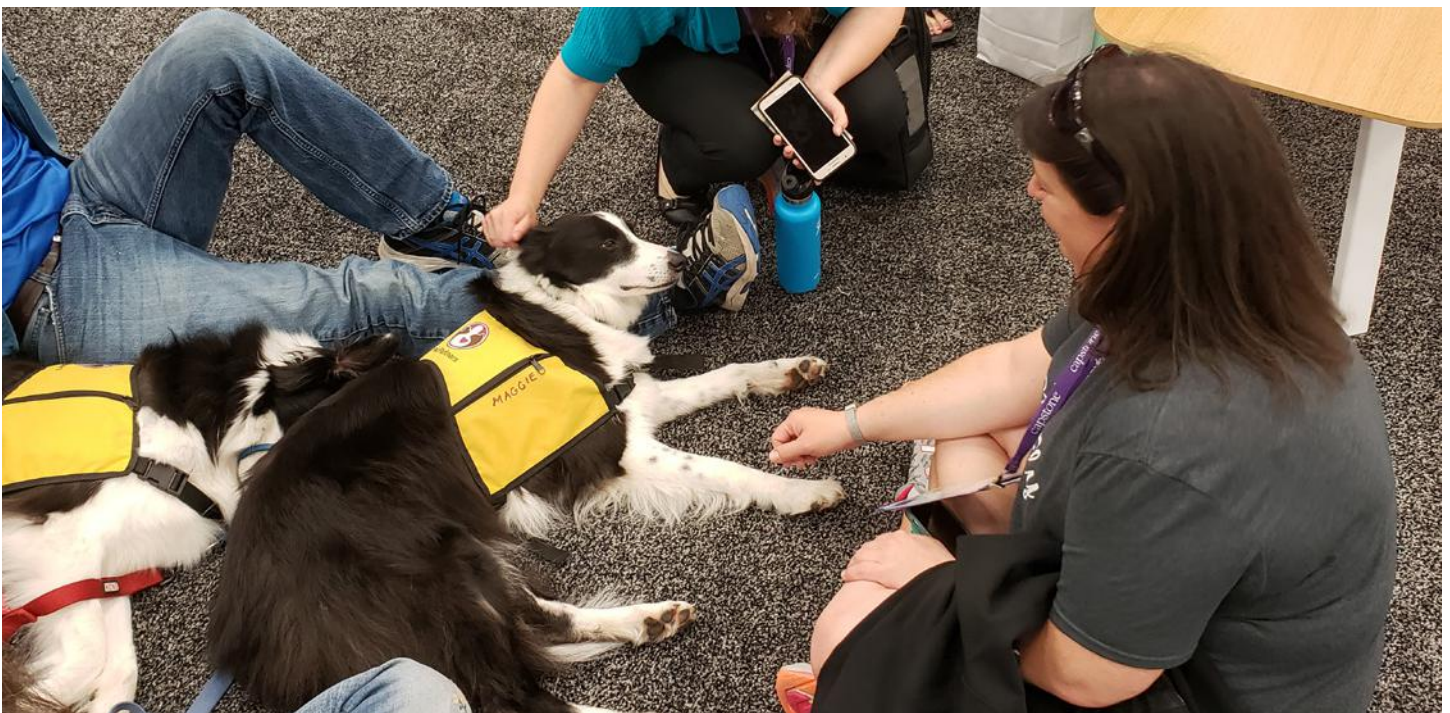
Some furry friends from Pet Partners came to visit with us this year on Tuesday and Wednesday of the TLA Annual Conference. [Pet Partners](#) is a nation-wide non-profit that promotes “the health and wellness benefits of animal-assisted therapy, activities, and education ...”

The Austin chapter provided TLA with four dogs from three separate teams. On Tuesday, Ruby, Riley, and Maggie (and their handlers Debbi, and Ramona) visited with 272 conference attendees, exhibitors, and most of the TLA staff. On Wednesday, 117 visitors spent time with Tango, Riley, and Maggie (and their handlers Cindy and Ramona).

The visits received positive feedback from humans and dogs alike. Visitor comments from Wednesday included, “Love this @ conference”, “Perfect! Great idea! Love it!”, “Bring this back every year!”, “Awesome! Thank you so much!”, and “So sweet & relaxing – happy smile!” Comments from the pups (through their handlers) included: “Ruby has been quite the princess after all the attention.”

The therapy teams are ready for their next visit, which will be at Annual Assembly in July pending availability. Stay tuned for updates!

Mike Pullin is a librarian at the University of North Texas Health Science Center and a member of the TLA 2019 Program Committee.



2019 TLA Awards

Lifetime Achievement Award

honors extraordinary leadership and service over the course of an exemplary career

Maria Elena Ovalle



Nicole Cruz, Maria Elena Ovalle, Jennifer LaBoon

Librarian of the Year Award

honors a librarian who has provided extraordinary leadership and service within the library community over the past year

Eric Lashley, Director, Georgetown Public Library



Eric Lashley, Gretchen Pruett, Jennifer LaBoon

Libraries Change Communities

Award recognizes a collaborative effort to promote innovative library-based initiatives that involve the community

Kashmere Gardens Neighborhood Library (Houston)



Susan Mann, Melissa Ann Ryans (Kashmere Gardens Library), Gretchen Pruett

Wayne Williams Library Project of the Year Award

honors a project that exemplifies the highest level of achievement and professional standards, and inspires other libraries

Think Tank: A Collaborative Project of the HEB Reads! Libraries

City of Hurst, City of Euless, City of Bedford, and Hurst-Euless-Bedford ISD



Library and school district representatives with Jennifer LaBoon and Brandi Rosales

Benefactor Award

recognizes substantial donations by individuals, institutions, and foundations which have a significant impact on libraries and their programs

Coach Gary and Kelsey Patterson,

Gary Patterson Foundation (Fort Worth)



Kelsey Patterson (far left) presents a \$325,000 check on behalf of the Gary Patterson Foundation to Fort Worth ISD for 38 elementary school library programs

OTHER ASSOCIATION AWARDS AND RECOGNITION

Christina B. Woll Memorial Fund Grant

Marathon Public Library

Demco Upstart Innovative Programming Awards

Murchison Elementary School
Plano Public Library

Jeanette and Jim Larson Mystery Grant

Flower Mound Public Library
Weatherford Public Library

Junior Library Guild/Diversity & Inclusion Committee Conference Stipends

Raquel Longoria, Aldine ISD
Sandra Guzman, Hutto ISD

Ray C. Janeway Scholarship

Elizabeth Brignac,
University of North Texas

Siddie Joe Johnson Award

Kristan Neeb, Jefferson Elementary School, Wichita Falls ISD

Texas Youth Creators Award Bob Bennet Best in Show Winner

“Elias” by Cristopher M., Simon S., Brizza G., Oliver T., Angela M.; La Joya High School, La Joya ISD; video recording grade 9 – 12 category

TLA Summer School Scholarship

Kayleigh Matheson,
Texas Woman’s University

Vivian Greenfield Education Award

Lamar State College – Port Arthur

Greg Escue Annual Conference Stipend

Amy Skipper, Tyler Public Library

Walter H. Escue Memorial

Aimee Stubbs,
University of North Texas

DISTRICTS

District 3

Kristen Cook, McLennan Community College;
Tara Walker-Leaon, Austin ISD

DIVISIONS

TASL MVP Award

Karina Quilantan-Garza, Jaime Escalante Middle School,
Pharr-San Juan- Alamo ISD

TASL Scholarships

Alexandrea Arnold, Erin Bartley,
Amy Shaw, Carlyn Slavin, and
Camille Stafford

TASL School Administrator of the Year

Jerry Woods, principal, T.C. Clark High School, Northside ISD

TASL Shirley Igo Award

Harry Ostlund, librarian, and Nichole Chapman PTA president, William J. Brennan High School, Northside ISD

ROUND TABLES

Archives, Genealogy, and Local History Round Table Conference Stipend

Aleya Stone

Black Caucus Round Table Stipend

Ashleigh Martin,
Texas Woman’s University

Library Instruction Round Table Devin Zimmerman Conference Stipend

Robyn Warren, Denton ISD

Library Instruction Round Table Outstanding Service in Library Instruction

Jamie Wormsbaker, Lubbock Cooper ISD

Library Instruction Round Table Library Instruction Project of the Year

Jane Stimpson,
Lone Star College – Cy Fair

Small Community Libraries Round Table Small Community Librarian of the Year

Allison Shimek,
Fayette Public Library

Small Community Libraries Round Table Advocate Award

Nikki Bermea

Small Community Libraries Round Table/Biblionix Conference Stipend

Amy Edge, Natalia Veteran's Memorial Library

TALL Texans Round Table Standing TALL Award

Jill Bellomy, Highland Park Middle School, Highland Park ISD

Young Adult Round Table Young Adult Reading Incentive (YARI) Award

Chari Kauffman, North Shore Middle School, Galena Park ISD

AFFILIATED AWARDS

J. Frank Dobie Awards

- Charlotte Public Library
- Marathon Public Library
- Martindale Community Library
- Motley County Library
- Tarkington Community Library

Texas Book Festival Grants

- Arlington Public Library
- Brookshire Pattison Library
- Buna Public Library
- Carl & Mary Welhausen Library
- Cedar Park Public Library
- Charlotte Public Library
- City of Lancaster Veterans Memorial Library
- Cleburne Public Library
- Cockrell Hill Library
- Corsicana Public Library
- Denison Public Library
- Dr. Hector P. Garcia Memorial Library
- Dublin Public Library Board
- El Paso Public Library

Stay Connected!



Keep up with the latest library news, celebrate your successes, voice your concerns, and share your great ideas through TLA social media.



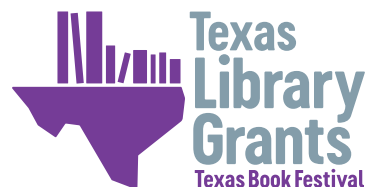
TexasLibraryAssociation



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- Fannie Brown Booth Memorial Library
- Friends of the Longview Public Library
- Friends of the Round Rock Public Library
- Garden Ridge Library
- Grand Saline Public Library
- Henderson County Clint W. Murchison Memorial Library
- Hutto Public Library
- J.R. Huffman Public Library
- Judy B. McDonald Public Library
- Leadership Academy Library
- Leon Valley Public Library
- Lewisville Public Library
- Marathon Public Library
- Maribelle M. Davis Library
- Marlin Public Library
- McAllen Public Library
- Mineola Memorial Library
- North Branch Library
- Palestine Public Library
- Pflugerville Public Library
- Polk-Wisdom Library
- Roberta Bourne Memorial Library
- Sarah Bain Chandler Public Library
- Temple Public Library
- Terrell County General Fund
- Whitehouse Community Library
- Whitesboro Public Library

2019 Branding Iron Awards

BEST OF SHOW



Jane Stimpson (TLA PR Committee chair), Megan Fischer and Cate Sweeney (Bee Cave Public Library), Jennifer LaBoon (TLA President)

Bee Cave Public Library is a 5,000 square foot space located within Bee Cave City Hall, situated in the middle of The Hill Country Galleria outside of Austin. Having limited physical space located in a large and active shopping area means the librarians have to be creative in extending their mission into the community – an amalgam of residents, shoppers, merchants and stakeholders such as City Council members.

The #Celebrarian project started at the 2018 TLA Annual Conference with their Book Cart Drill Team performance which spoofed a literary take on the movie *Pitch Perfect*. Later that year, the video footage was picked up by a national theater chain and shown nationwide as part of previews during the release of *Pitch Perfect 3*.

The Bee Cave community went wild and the library staff realized that fun shenanigans could have a huge impact on people’s perception of the library. The #Celebrarian social media campaign was born.

Using whimsy and humor to engage key stakeholders, patrons, and the larger community through creative content on social media, the goal was to make the library increasingly relevant to the evolving community. The results have been spectacular with a 140% increase in Instagram followers, and a 31% increase in Facebook followers. Engagement – likes, shares and comments – has also increased dramatically.

The mayor and city council members are taking notice and sharing posts on their community pages, local businesses are reaching out with partnership opportunities, and patrons are getting involved in creating the content.

This campaign has helped the public reimagine what their public library is, and what it does for the community.

What People Are Saying

Interaction Beyond the “Like” Button

"The Bee Cave Library's social media posts reflect how libraries can remain relevant, creative and lively for all generations."
- Annabeth R. (Facebook follower)

"We are so lucky to have this group of creatives...they make all feel welcome and proud to be a part of a great community."
- Peggy B. (Facebook follower)

"The Bee Cave Library has turned what people think a library is on its head...By doing so, they create a sense of FOMO...you don't want to miss out on the fun next time!"
- Wendi Aarons (humor writer for *McSweeneys*, community member, patron)

"The social media posts are hysterical and they make the library, normally a quiet, serious place, fun and approachable."
- Jill H. (Facebook follower)

"You guys totally rock and make libraries fun again!"
- Mimi T. (Facebook follower)

"Often libraries are perceived as bland places where everyone has to be quiet and still, but not our library! The creativity, passion and exuberance of our staff is infectious, and has turned many into faithful patrons, including me!"
- Monty Parker (Mayor)

Seeing citizen engagement exponentially increase year over year is an absolute indicator our funding is properly allocated. The library posts entice the reader to respond, or share. They are humorous, insightful and intriguing!"
- Marie Lowman, City Council Member

CATEGORY WINNERS & HONORABLE MENTIONS

ADVERTISING

The **Denton Public Library** promoted a Summer Reading Challenge, which is their biggest system-wide library program of the year. In 2018, the summer reading theme put forth by the Collaborative Summer Library Program (CSLP) was Libraries Rock. Working with local artists, community partners, and City of Denton employees, DPL put together a commercial that used the summer reading theme to write and record a parody of Twisted Sister's "I Wanna Rock". "Libraries Rock" was condensed into a one-minute commercial to promote their 2018 Summer Reading Challenge, achieving record success. Toward the end of the campaign, a full version music video was released to help sustain excitement as the 2018 Summer Reading Challenge came to an end.



COMMUNITY ENGAGEMENT

Electric Lady Bird, which launched in 2018, was a way for the **Austin Public Library** to deliver commercial-free, curated music from Central Texas artists. Featuring multiple genres and homegrown musicians, Electric Lady Bird seeks out the best of Austin's music scene and serves it up, 24/7, through a user-friendly digital music platform. The project was a collaboration between Austin Public Library and the Texas Music Office, Austin Music Foundation, Goldrush Vinyl, Mexican American Cultural Center, and others. They received 194 submissions and had over 1,000 streams within the first two weeks.



The **Victoria Public Library** partnered with the Friends of the Victoria Public Library to advertise their book sale by taking photos from various programs and pairing them with clear statements emphasizing bargain books and positive experiences. Book sales held since using this new, relatable advertising have seen increased foot traffic and higher sales totals. *(Honorable Mention)*



In 2017, the **Plano Public Library** established a partnership with Girl Scouts of Northeast Texas. To support scouts and their leaders, they began to offer select badge workshops for scouts from Daisies to Cadettes. These workshops focused on the exploration of digital arts, STEAM skills and artistic creativity and were promoted through the Girl Scout Program Supplement (GPS) and their leadership. *(Honorable Mention)*



DIGITAL PROMOTION

For their Summer Reading Program, the **Flower Mound Public Library** wanted to do something fun and attention-getting aimed at teachers, parents and caregivers. They created a short video posted on social media at the beginning of summer that featured official “Libraries Rock” promotional items, such as t-shirts and posters. The goal was to reinforce the promotion directly to children through schools and bring it to the attention of parents and caregivers who might not be aware of it. Summer Reading participation increased 14% over 2017.



To increase awareness and circulation of the STEAM kits and to demonstrate use of the materials provided, the **Plano Public Library** produced a video series for social media distribution: STEAM Minute. The library increased their video spots in its digital newsletter, *Check It Out!*, since the videos capture attention and prompt a response from the community. Through each of their social media channels, the library reached over 12,800 users. (*Honorable Mention*)



PRINTED PROMOTION

In the effort to find new ways to engage and connect with the San Antonio community, the **San Antonio Public Library** hosted its first ever PopCon, a full day dedicated to celebrating Popular Culture. They invited the community to enjoy a whole day of artists, authors, fan groups, anime, gaming, a cosplay contest, an art contest and other activities. Patrons were able to experience a different side of the library, meet their favorite artists and authors, and learn about other library programs and services. Over 2,100 patrons attended the event and for many, it was their first time ever visiting their library.

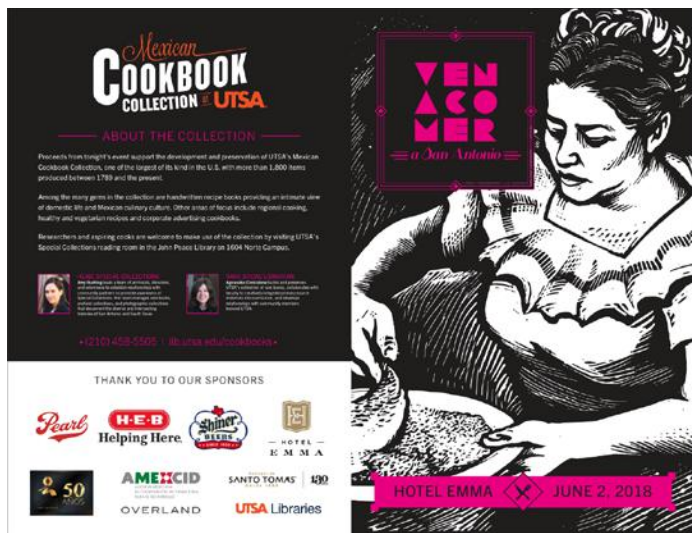


The **Keller Public Library** reached out to many community organizations including the Keller Independent School District, local Chamber of Commerce, Rotary Club, Parks Department, Senior Center, and many others to increase their Programming Promotions. (*Honorable Mention*)



PUBLIC RELATIONS CAMPAIGN

The **University of Texas at San Antonio Libraries** hosted its second annual Ven a Comer to fundraise for UTSA Libraries Special Collections while raising visibility. The event is a unique evening featuring a multi-course dinner with dishes inspired by UTSA's Mexican Cookbook Collection served to community leaders and guests. Proceeds supported the expansion of the collection and the preservation of the cookbooks, one of the largest of its kind in the country with more than 1,800 items. Proceeds from the event totaled \$13,438.63.



A group of five staff members at the **Irving Public Library** met for a pitch session to come up with a tagline to brand a new collection of promotional materials for outreach events. The group came up with the simple slogan, "We (Still) Believe in Libraries". It became the rallying cry for staff and community supporters to increase registrations and renewals and also make residents aware of the treasure trove of resources in-house and online. The We (Still) Believe in Libraries videos were viewed almost 5,000 times. 3,000 new card registrations were made during the initiative and retention was up to 43%. (*Honorable Mention*)



REBRANDING

In August 2018, the **McAllen Public Library** hosted the South Texas Book Festival: a rebranded version of their previous McAllen Book Festival established in 2014. The South Texas book Festival is the only festival expressly for children, teens and their families in the region. Along with the excitement of the name change came an updated brand identity, including a recognizable STBF logo, new marketing strategies and a new social media presence. With over 7,500 guests attending 21 sessions and interacting with 22 authors, the festival gave away over 1,500 free books and other prizes.



The **Pflugerville Public Library** collaborated with library programmers to come up with new brand materials for the library's Summer Reading Program. The new brand was used on promotional materials and creative modes of advertising included Summer Reading Club promotional sunglasses, yard signs and buttons. (*Honorable Mention*)



SPECIAL EVENT

Each summer, the **Lampasas Public Library** partners with local businesses for a fundraiser. The Painted Chairs fundraiser was held to raise money for the summer reading program and to increase awareness. The chairs needed to be book-themed and participants were asked to submit a narrative describing the inspiration for their painted chair. Twenty-one chairs were submitted and they raised \$1,700 for the summer reading program.



In the spring of 2018, the **Killeen ISD Libraries** decided to change their traditional summer programming to launch a new program called **STREAM Camps**. These camps would be available to students in any of the 32 elementary schools and 11 middle schools within the district starting in the summer of 2018. District leadership funded this program to provide free and meaningful summer activities for students in grades 1 - 8, with a focus on science, technology, reading, engineering, art, and math. With more than 160 students participating in the summer of 2018, it was clear that the camp-like experience had a larger attendance (at maximum capacity) and students spent more time in the library. *(Honorable Mention)*

KILLEEN ISD SUMMER INNOVATIVE STREAM CAMPS

SCIENCE, TECHNOLOGY, READING, ENGINEERING, ART AND MATH.

FREE TO KIDS STUDENTS IN GRADES 1-8

LOCATIONS:



- June 5 - 7 Haynes ES**
- June 12 - 14 Timber Ridge ES**
- June 19 - 21 Skipcha ES**
- June 26 - 28 Hay Branch ES**



Camp Hours: 9:00 a.m. - 12:00 p.m.

- Spend three days experimenting, engineering, coding, creating, tinkering, crafting and discovering!
- Online registration opens on May 1, 2018 at <http://bit.do/KISDstream>
- Camps are limited to 50 students on a first-come, first-served basis.
- Transportation to & from camps is the responsibility of the parent or guardian.
- On the first day of camp, parents are required to take students inside the camp in order to sign paperwork.
- For more information or questions, email dina.damore@killeenisd.org.

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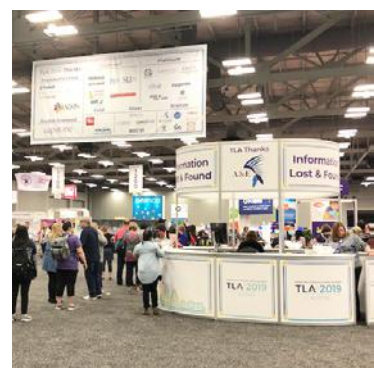
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