

TexasLibraryJournal

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An aerial photograph showing the aftermath of a disaster, likely Hurricane Harvey. The image depicts a flooded area with significant destruction. Debris is scattered across the water, and several buildings are partially submerged or destroyed. In the lower-left corner, a group of people is seen in a small boat, navigating through the turbulent water. The overall scene is one of devastation and the need for recovery.

TOGETHER

ALSO IN THIS ISSUE: Texas Library Recovery Connection, The Long Road to Recovery (A Librarian's Harvey Account), New TLA Executive Director, On the Road with Powered Libraries, Inclusive Services to Transgender Users, and more...

NEW FROM TEXAS

The Texanist

Fine Advice on Living in Texas

By David Courtney and Jack Unruh



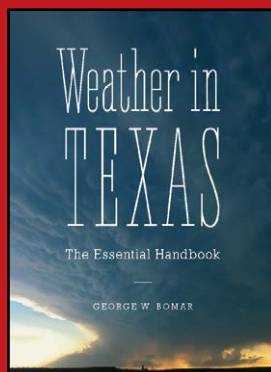
The first collection of acclaimed illustrator Jack Unruh's work, this book gathers the best of the illustrations he created for *The Texanist*, *Texas Monthly's* back-page column, along with the serious and not-so-serious questions that inspired them.

120 pages | 7 x 10 inches
54 color illus. | \$24.95 hardcover

Weather in Texas

The Essential Handbook

By George W. Bomar



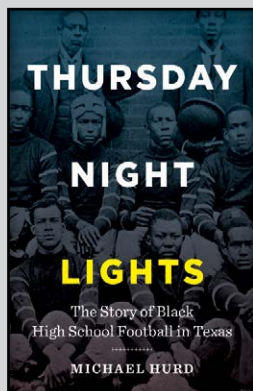
Filled with fascinating stories and statistics, this is the essential guide for understanding all of Texas's weather phenomena, including climate change, and staying safe during hurricanes, tornadoes, flash floods, winter storms, and heat waves.

304 pages | 8 x 10 | 107 photos
\$24.95 paperback

Thursday Night Lights

The Story of Black High School Football in Texas

By Michael Hurd



Telling an inspiring, largely unknown story, *Thursday Night Lights* recounts how African American high school football programs produced championship teams and outstanding players during the Jim Crow era.

260 pages | 6 x 9 | 22 b&w photos
\$24.95 hardcover

Marfa

The Transformation of a West Texas Town

By Kathleen Shafer



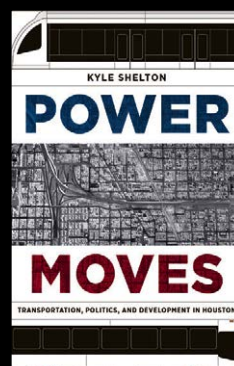
This inviting book explores how small-town Marfa, Texas, has become a landmark arts destination and tourist attraction, despite—and because of—its remote location in the immense Chihuahuan desert.

204 pages | 5.5 x 8.5 inches
27 b&w photos | \$24.95 hardcover

Power Moves

Transportation, Politics, and Development in Houston

By Kyle Shelton



Adding an important new chapter to the history of postwar metropolitan development, this book investigates how struggles over transportation systems have defined both the physical and political landscapes of Houston.

342 pages | 6 x 9 | 25 b&w photos
\$29.95 paperback

Texas Sports

Unforgettable Stories for Every Day of the Year

By Chad S. Conine



With a stirring story for every day of the year, this book celebrates the athletes and teams in more than twenty-five sports that have made Texas a dynamo in the world of sports across more than a century.

264 pages | 7 x 8 inches
36 b&w photos | \$19.95 paperback



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

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RESILIENCE, RESOURCEFULNESS, & RELEVANCE

BY DR. LING HWEY JENG

TEXAS IS HURTING.

Among the massive property damage caused by Hurricane Harvey in south Texas are many libraries. Port Aransas Public Library was undergoing expansion when Harvey hit and everything is gone. The library at the Lone Star College campus in Kingwood was destroyed. At the time of this writing, Houston Public Library System was unable to open ten locations due to damage. Both the Port Arthur Public Library and Beaumont Public Library System are closed until further notice. Kingwood High School in Humble ISD is a complete loss and won't reopen until next year. These are only a few that have been reported, the complete assessment of the hurricane damage will probably take several months or even longer.

Behind the property damage are people who are directly affected, including many librarians who personally endured the danger caused by high wind and flood water. Some evacuated ahead of time, while others were caught in the last minute rescue efforts. Many librarians returned home to find their personal properties were a total loss. At least 26 school librarians are among all teachers and staff in Aransas County ISD who lost their workplace when Superintendent Patek decided that the schools would be closed indefinitely because of the devastating damage from Harvey.

In the midst of all the loss and human suffering, we have witnessed the instant and overwhelming outpouring of community caring, support, and positive spirit. Harris County Public Library system reopened 19 of its 26 branches as early as September 1 for residents to fill out FEMA forms, use computers and the internet, charge cell phones, or just make use of a quiet, air-conditioned spot. Houston Public Library reopened 18 of its 42 locations on September 5 to residents of their communities. Pop-up libraries were created as far north as Dallas in shelters and community neighborhoods with activities and services directly needed by both children and adults.

In less than two weeks since Harvey, hundreds of individuals and companies have donated to the TLA Disaster Relief Fund and offered materials, volunteer assistance, preservation services, and more. Staff at Texas State Library and Archive Commission (TSLAC) and at TLA took no time in putting the resources together on the Texas Library Recovery Connection (www.txla.org/library-recovery) for librarians to report damage, request help, and offer support.

Please help by telling stories of your own communities, reporting any significant library damage, and encouraging others to do the same. Consider supporting the relief efforts by donating money and other needed materials.

It only took Hurricane Harvey a few days to cause extensive damage along the coast and southeast Texas; it will take months, perhaps years, for these communities to rebuild. Librarians are in the best position to serve as the conduit between those who need help and those who are ready to lend their hands. It is crucial for us, librarians, to continue our efforts in Harvey recovery beyond just these few weeks, and to sustain the public awareness of help needed and assistance the community can offer.

Librarians are resilient. Librarians are resourceful. Our Texas librarians demonstrate community engagement in actions across the state by finding creative solutions that are especially relevant in the time of crises and natural disasters. Together, we are stronger than Harvey. 🌟

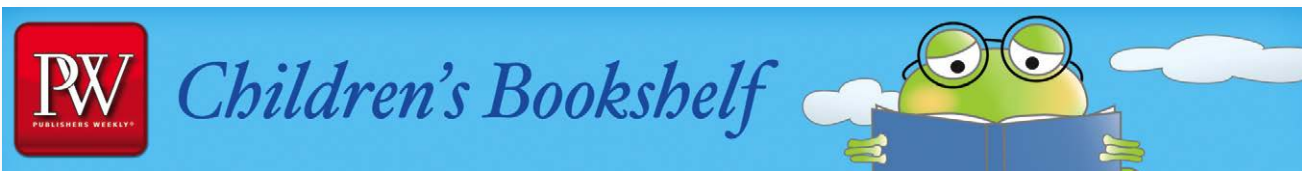


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A STORY OF HOPE AMID DISASTER

On Friday, August 25, TLA Executive Board member Kimberly Gay, who is head of Reference and Information Services, librarian II and instructor at the John B. Coleman Library at Prairie View A&M, was keeping an eye on the rain beginning to fall as Hurricane Harvey moved toward Houston. Around 10:00 pm, she noticed water pooling in the parking lot of her apartment in northwest Houston. By Saturday morning, the water was about a foot deep, and residents began moving their cars to higher ground.

Sunday, as the torrential rain continued to fall and the water to rise, Coast Guard officials and volunteers from the Cajun Navy arrived and evacuated residents from the first floor of the buildings. Officials and residents on the second floor were hopeful that the water would not rise to that level as the rain was expected to lessen overnight. However, when Kimberly saw the first floor being evacuated, she decided to hope for the best but plan for the worst, and immediately searched “how to evacuate a flood area” on YouTube.

Sometime around 2:00 am Monday, the levee at a nearby reservoir was opened, sending water into the already flooded creek and manmade lakes near the apartment complex. “I woke up to see almost 20 feet of water outside,” Kimberly said. “It was as if all of those lakes and the creek had merged into one giant ocean of water.” She was ready to evacuate. “I took my purse with all of my identification and credit cards, my phone, my tablet and my chargers, wrapped them in plastic, and put them in a tightly tied plastic bag, as the YouTube video described.”

The Cajun Navy returned to rescue everyone that remained in the apartment complex and took them to the closest dry area. There was a church which had set up an informal shelter nearby, and Kimberly was able to meet with a FEMA representative. “Thankfully I had my credit cards with me and the financial means to check into a hotel as they recommended,” Kimberly stated. “I received a FEMA voucher to pay for 30 days at the hotel.”

At the hotel, her fellow residents quickly learned that Kimberly was a librarian and a wonderful source of information for all things FEMA and recovery related. “Having access to information and being able to connect with people and assist others has sustained me,” she declared. “From knowing where to find the correct websites with information on Hurricane Harvey, to accessing the databases to find articles on the storm, and knowing how to find the best YouTube videos to show me how to pack for a flood evacuation, I am living proof that the right information can save your life!”

Kimberly was able to go back to her apartment on the Thursday after she evacuated to gather some personal belongings. But FEMA declared her apartment complex to be uninhabitable, and she must be out by the end of September.

When asked how she is dealing with the stress and uncertainty, Kimberly said, “I know God prepared me to have the training and skills to be a librarian. Being able to access the information I need and help others find what they need has saved me and gives me some normalcy in my life.”

Kimberly remains positive and shares a truly inspiring message of hope: “I experienced the best of people of all ages, races, and backgrounds – we cried together and prayed together. We can turn away from hate, malice, and pettiness and embrace love.” ★



Photos courtesy of Kimberly Gay

TLA Disaster Relief Fund Now Accepting Applications



TLA has earmarked \$100,000 for grants to support Texas libraries damaged by Hurricane Harvey. Academic, public, school and special libraries are eligible for financial assistance. You do not have to be a TLA member to apply or receive assistance. Grant amounts will range from \$2,500 to \$5,000. To receive assistance, libraries must be located in a county declared a disaster area or sheltering jurisdiction by Governor Abbott. Applications are due October 16. Grant awards will be announced November 3. Visit www.tsla.org/groups/DRC-funds to apply.

The Long Road to Recovery

The scenes of devastation, desolation and destruction in the areas of Texas most affected by Hurricane Harvey are heart rending. It is impossible to comprehend the suffering and loss that hundreds of thousands of people are experiencing. We find hope, however, in the images of heroic rescues, towering stacks of donated goods, lines of volunteers at shelters, and stories of people from all walks of life coming together to help.

The outpouring of support from the library community has been truly inspiring. As of Thursday, September 21, **XXX** individuals and companies donated more than **XXX** to the Texas Library Association (TLA) Disaster Relief fund.

Offers of books, furniture, volunteer assistance, computers, preservation services, and more are pouring in from library supporters from around Texas and the country. To facilitate connecting those offering assistance to libraries in need, TLA developed the **Texas Library Recovery Connection**, an online information sharing system.

It's a simple Google spreadsheet, similar to those developed by other grassroots assistance groups, where librarians and library supporters can enter pertinent information. There are two worksheets in the Google spreadsheet - one for libraries

needing assistance, and one for companies/organizations and others offering assistance. This is a living document where, as needs change, libraries and supporters can update and add to their information. Visit www.tsla.org/library-recovery to access the spreadsheet.

TLA and the Texas State Library and Archives Commission (TSLAC) are offering grants to libraries impacted by the hurricane. Libraries can apply for financial assistance from the TLA Disaster Relief Fund for facility repair, staff support, technology, collection replacement, or other needs.

Application for the TSLAC grants, called "Rebuilding Texas Libraries," opened September 18. Libraries can apply for \$5,000 per library or up to \$25,000 for multi-branch libraries to help with replacing materials, furniture, equipment, or contractual services to assist in recovery and emergency services.

Links to various disaster recovery resources are posted on www.tsla.org/groups/DRC-resources and TSLAC has information on www.tsl.texas.gov/relief.

Thank you to all of our generous supporters. And, to everyone impacted by this storm, know that your library community stands strong with you! 🙌

Photos courtesy of Harris County Public Library



Beyond Your Library Walls: Building Partnerships

Friends with Benefits: Lessons from the TLA Partnership Task Force

BY MICHELLE CERVANTES AND JANE STIMPSON

On the last day of the 2017 Annual Assembly, in a ballroom overlooking downtown Austin and Lady Bird Lake, co-chairs of the Texas Library Association's (TLA) Partnership Task Force (PTF) presented their final report to the Executive Board. Formed by immediate Past-President Walter Betts, The PTF spent 15 months working on its charge: to inventory TLA's current and recent partnerships; identify new partnerships and prioritize projects of interest to outside organizations or groups that could potentially benefit Texas libraries; and recommend future actions and priorities. The PTF developed tools and recommendations for TLA staff to inventory, vet, maintain, and prioritize both current and potential partnerships. This article describes how libraries can apply what we learned on the PTF to their own partnerships.

The PTF spent the bulk of its time and energy creating the partnership inventory, a spreadsheet documenting well over a hundred of TLA's past and ongoing partnerships. Originally envisioned as a rubric to help vet and prioritize potential partners, the PTF quickly realized the document could serve as both inventory and rubric. Ongoing input from TLA staff helped refine the inventory, which will be a living document that grows over time with ongoing documentation of current and new partnership activities. As well as being useful to TLA staff, the PTF believes any library can adapt the partnership inventory to organize information about ongoing partnerships and determine if a potential partner is right for their library.

We began our work by identifying TLA's current and past partners. PTF members surveyed TLA staff and units, and combed the TLA website, back issues of the Texas Library Journal, and past conference programs to identify additional partners missed in the initial survey.

Libraries interested in recreating this process can do the same: survey librarians, staff, administrators, and stakeholders, even if you're a small organization: institutional knowledge will go a long way toward populating your inventory. Libraries can also delve into their own archives and review documentation of programs, initiatives, and grants to identify additional partners. Be

sure to include not only external partners, but any internal partners, as well.

The PTF classified partners into five categories: corporate sponsors are TLA corporate members and/or conference supporters (e.g., Capstone); member discounts offer members discounts on products and services (e.g., Budget Car Rentals); advocacy partners partner with TLA to get the word out about issues of shared concern (e.g., Texas PTA); continuing education partners provide professional development to association members via webinars and conference programs (e.g., Consumer Financial Protection Bureau); and affiliate associations are similar organizations with whom TLA may have formal or informal relationships in place (e.g., Chinese American Librarians Association). Some partners fall into more than one category, like Media Source (both a corporate sponsor and member discount partner); those partners were marked with an asterisk and listed in each applicable category.

In addition to classifying partners by category, the inventory records the TLA-defined level of corporate sponsorship (e.g., Diamond, Platinum). The next spreadsheet column provides a brief history of partnership activities to date, and is the most detailed and time-consuming part of the inventory to complete. PTF members compiled that information using TLA publications, staff input, and partners' websites. The result is a snapshot of the partnership history.

Libraries developing their own inventory could use this section to remind partners of high points throughout their relationship and educate new library staff on the partnership's progression.

The next seven columns in the inventory represent each of TLA's strategic plan core values: columns marked with an X indicate that the partnership aligns with that value. Sometimes we could determine common values based on a sponsored conference activity, and other times we relied on the partner organization's mission and value statements. Partners without Xs don't necessarily mean that there isn't a value alignment, only that the PTF couldn't find any evidence in the information available. This step is perhaps the most critical part of this process. Libraries that invest the time and effort into determining how partner values align with the libraries' values are likely to experience more successful partnerships..

The City of Round Rock, like many cities, has a strategic plan which includes the city's vision, ten-year plan, action items, mission, and beliefs. This is the set of guidelines staff would use to create the Round Rock Public Library's inventory. The

and Engaging with Communities

library's values would be matched with that of current and potential partners. If your city or library does not have a strategic plan, look at it as an opportunity to develop a set of values. Central Texas Library System, TLA, and other librarians can help you get started.

Although potential partners may not approach academic libraries as often as public libraries, an inventory can still help academic librarians identify the best organizations or departments to approach for possible partnerships. For example, Lone Star College-CyFair Library, a joint-use academic and public library, partners with HEB to hold library outreach events in local stores. The library outreach team chose to partner with HEB over another grocery chain because of HEB's demonstrated commitment to early childhood literacy and involvement in the local community, which aligned more closely with the library's values.

Once you create a partnership inventory for your library, don't let it gather dust! The inventory should be a living document staff can use to regularly update ongoing partnership activities and vet potential partnerships. Incorporate inventory maintenance into those times of the year when your library is planning for upcoming reports or events. For example, most public libraries like Round Rock follow a fiscal year calendar. As staff gather statistics and run annual reports based on this calendar, inventory maintenance could be part of the process. An alternative time might be when Summer Reading Program (SRP) planning begins in February: many partners participate or sponsor SRP events and this would be a good time of year to survey and check-in with them.

The team that you put together to create and maintain the inventory should include representation from each library division. If possible, include someone from youth services, adult services, circulation, etc. Smaller libraries can recruit volunteers, board members, Friends groups, and other stakeholders who would be able to help create and maintain the inventory.

In addition to developing the partnership inventory, the PTF created promotional materials to attract new organizations to partner with TLA. We were fortunate to have support from the University of North Texas to create a brochure describing libraries' impact in Texas and TLA's role in reaching and supporting librarians across the state. This

collaboration was a great example of leveraging networking and partnership resources. Larger libraries and cities have access to their internal public information office, graphic designers, or marketing departments who can create

promotional materials. For medium size libraries like Round Rock that do not have internal resources, there are other options such as outsourcing to a local graphic designer, assigning this task to an intern, or contacting a high school or higher education institution that offers services for community partners.

For librarians on the front lines, this type of brochure is a valuable tool. Have the brochures professionally printed or print on demand internally, and take copies to distribute at Kiwanis, Rotary

Club, and other speaking engagements with current and potential partners.

Libraries are a hub of the community; they receive lots of visitors, and have a reputation for high standards. You may receive cold calls and drop in visits from a variety of businesses who want to partner with you. Not all are going to be a good fit. When your reputation is on the line, it is important that you carefully vet those potential partners. The inventory tool will help you keep organized, set priorities, and for those libraries that have to justify or defend a partnership, provide documentation for your administration or board. Having promotional information geared towards potential partners on your website and in print is helpful for those interested in developing partnerships with your library.

We hope the lessons learned working on TLA's Partnership Task Force will help librarians create lasting partnerships for their libraries. To view a blank copy of the PTF Partnership Inventory and download it to adapt it in your own library, visit <https://goo.gl/8RPz7T>.

Michelle Cervantes is the director of the Round Rock Public Library and co-chair of TLA's Partnership Task Force.

Jane Stimpson is the reference librarian at Lone Star College – CyFair Library and co-chair of TLA's Partnership Task Force.

Once you create a partnership inventory for your library, don't let it gather dust! The inventory should be a living document...

The Level of Community Engagement in Texas Libraries

BY ERIC P. LASHLEY

Texas Library Association (TLA) President Ling Hwey Jeng's vision for our profession is "to have the best, highly skilled, and most competent librarians who are deeply embedded and engaged in the community." (Jeng 2017) The theme of the 2018 TLA Annual Conference in Dallas – Perfecting Your Game: A Win for Your Community – reinforces this vision. Jeng believes libraries should be included in community coalitions to achieve the strongest collective impact, and with this in mind, she created the TLA Community Engagement Task Force.

The TLA Community Engagement Task Force's mission is to equip librarians with effective approaches, knowledge, tools, and activities to best utilize their professional competencies in stakeholder engagement with the goal to facilitate positive changes in their communities.

Defining Community Engagement

When the task force began its work, initial discussions revolved around defining community engagement and determining the differences between that, and the more commonly used and understood term community outreach. The task force turned to Jennifer Peters, director of the Library and Networking Division at the Texas State Library and Archives Commission, for her definition of community engagement. Peters gave the same reply made famous by U.S. Supreme Court Justice Potter Stewart when asked to define obscenity, "I know it when I see it."

Members of the task force included public, academic, and school librarians, and a non-librarian consultant. Public librarians had an easier time defining their communities and determining which activities are considered community engagement. Academic and school librarians had a harder time defining their community and which activities they would consider community engagement. For an academic or school librarian, is the community only the students and faculty using the library, a campus, the entire school district, or the city/county in which they are located?

Task force members agreed that community engagement and community outreach are often used interchangeably in the library profession. However, to differentiate the terms, the group defined community outreach as activities done to draw more users to the library or a traditional library service taken into the public (e.g. bookmobile or homebound service). Community engagement was defined as activities where librarians work within the community to address needs and concerns which may or may not require community members to step foot in our libraries. Many community engagement activities aren't

constricted or constrained by a library's physical boundaries. Often they only require librarians to be active participants in the organizations and groups that are positively impacting our communities.

With these definitions in mind, the task force surveyed TLA members to determine the perceptions and levels of community engagement in our profession, and if there was a clear understanding of community engagement versus outreach.

Community Engagement Survey Results

More than 670 members from across the state responded to the survey. 50% percent of the respondents were in library administration, 60% said they were in growing communities, and only 6% said their communities were decreasing in size.

Approximately 66% of respondents had not attended community engagement training and of the respondents that had attended training, the majority utilized The Harwood Institute, with others indicating training from Libraries Transforming Communities, Lead the Change (*Library Journal*), and The Aspen Institute.

Respondents across all library types defined community engagement as "programming and outreach activities" that have been historically done by libraries. Public librarians reflected a broader definition of community engagement with responses including:

- "Interacting with community groups and individuals to assess their needs and to formulate plans for the library to meet those needs."
- "Working with different segments/populations of our citizens for the improvement of our community."
- "Working with members of your community, be it within schools or outside organizations to make the community better for all people."

A high percentage of respondents responded "seldom or never" when asked if they participated in following activities:

- Comprehensive community strategic planning
- Supporting economic development initiatives
- Facilitating creation of public-private partnerships
- Assisting with efforts to submit grant proposals that benefit the community
- Attending community meetings to see how libraries can assist
- Supporting the development of broadband Wi-Fi throughout the community

This lack of participation in the aforementioned activities is troubling if we want our profession to embrace community engagement.

Beyond Your Library Walls: Building Partnerships

The task force concluded that a large percentage of the library profession has not attended community engagement training, and many do not differentiate between community outreach and community engagement.

Although the survey did not ask respondents to indicate how important community engagement is to the profession or their communities, it did ask why there was a limited focus on this issue. Many librarians worried about mission creep, others felt they were already overworked and understaffed and were concerned an emphasis on community engagement would stretch their limited resources.

Community Engagement Examples

With the “I know it when I see it” definition in mind, the task force looked for examples of different types of libraries that have exemplified community engagement practices.

The **Georgetown Public Library (GPL)** embraced the concept of “Turning Outward” made well-known in the library profession by the Harwood Institute of Public Innovation. As Rich Harwood stated, “turning outward is when we make our community the reference point for everything we do, not our conference room.” (Harwood 2015)

GPL staff noticed a greater number of library users experiencing some form of family crisis, homelessness, domestic abuse, and a wide range of issues requiring assistance from social service agencies. Most of these customers were low-income and many lacked dependable transportation.

In response to these community needs, GPL hired a licensed social worker to partner with local nonprofit agencies, governmental agencies, and other city departments to advocate for visitors needing social services. GPL also partnered with the city’s transportation department to start a fixed route bus system in which the library is the transportation hub for all four routes, making it easier for people to get to the library for the services they need.

School librarians in the **Dallas Independent School District (DISD)** engage their community through a program called Destination: Bryan Adams, a group of parents, principals, librarians, teachers, and community members from the elementary and middle schools that feed into Bryan Adams High School. The group works closely with school board trustees, management, principals, and faculty to ensure the schools provide challenging, college-ready academics with a wide variety of extracurricular programs that many magnet and private schools typically cannot offer. School librarians are active

participants and believe this organization can help improve test scores and make Bryan Adams the crown jewel of DISD schools.

Librarians at the **University of Texas Arlington Libraries** developed The Academic Plaza, an example of community engagement on the campus level. The Academic Plaza created collaborative partnerships with other entities on campus that support students’ success; e.g. advising, tutoring, mentoring, research coaches, and student financial services. The Academic Plaza resides on the second floor of the Central Library and provides a one stop shop for the student population. Because many of the students at UT Arlington are non-traditional, The Academic Plaza is also available during non-office hours. In serving this population, the library listened to the needs of their community and adapted programming to better serve their students.

Conclusion

In many national surveys, librarianship ranks as one of the most trusted professions. Librarians are champions of literacy and freedom. We provide neutral spaces within our communities for members to meet, share ideas, and build community. However, in my opinion, our profession hasn’t taken advantage of the esteem bestowed on us by our communities. This high level of trust should embolden librarians to take greater risks in providing creative non-traditional services to individuals and helping to tackle our community’s greatest needs.

Librarianship has evolved over the years. Libraries embraced technology and thrived when others predicted they would be relegated to the dustbin of history. As technology becomes less expensive, mobile, and readily available, libraries need to continue to change to stay relevant in the lives of our users. Great libraries build community and the next evolution within our profession is truly engaging with our communities. This evolution may be uncomfortable for many in our profession, but we need to leave the security of our buildings and meet the community where it lives, works, and plays.

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Eric Lashley is the director of the Georgetown Public Library and chair of TLA’s Community Engagement Task Force.

... we need to leave the security of our buildings and meet the community where it lives, works, and plays.

and Engaging with Communities

Feed Your Freedom at the San Antonio Public Library

By CAITLIN COWART

At San Antonio Public Library (SAPL), success is linked to collaboration. More can be done to change lives within a community when partners work together and leverage resources to address a particular need. The 2016 election year highlighted a significant need in the San Antonio community for accessible and reliable information about where to vote, the election process, and voting requirements. By identifying this important need, SAPL had the opportunity to highlight civic engagement, which is an essential library service.

SAPL embraced its civic responsibility by encouraging voter registration at all 30 library locations and offering our libraries as convenient places to vote thanks to their close proximity to neighborhoods, businesses, and public transportation routes. As a premier resource for educational support, self-directed learning, and literacy, the library plays an important role in providing quality, non-partisan information for Bexar County's over one million registered voters. Additionally, this was a significant opportunity to reach out to both registered and unregistered voters highlighting the library as a resource for civic engagement.

SAPL launched a marketing campaign called "Feed Your Freedom" in early August 2016 as a way to remind and encourage the San Antonio community to register to vote at library locations before, on, and after Voter Registration Day which was September 27, 2016. The campaign visual is a pop-art style Statue of Liberty holding an ice cream cone torch with the



Photos courtesy of San Antonio Public Library

tagline "Feed Your Freedom." The campaign concept was freedom as a living thing that needs to be fed to thrive. We wanted to remind our community that in order to maintain something as vital as freedom, one must take an active role in its cultivation and also celebrate and enjoy that it's there for us. Finally, San Antonio is quickly emerging as a foodie destination, and food plays an important role in the social and cultural fabric of the city. Incorporating food into the campaign was another way to connect with residents.



The “Feed Your Freedom” campaign’s goal was to register, mobilize, and educate eligible voters. The colorful and playful look and tone of the campaign was designed to attract all citizens eligible to vote, but particularly high school students who may have just turned 18 – another reason for going playful with the theme.

Before launching the campaign, SAPL identified like-minded community organizations whose missions, like our own, are to inform and encourage civic engagement in a non-partisan way. The library partnered with the League of Women Voters and Bexar County Elections Office and the three organizations hosted a press conference announcing the campaign and partnership on Voter Registration Day, Tuesday, September 27, 2016 at Central Library. Attendees were offered ice cream and given the opportunity to have their photo taken with our “Feed Your Freedom” social media cutout. These cutouts were then deployed to SAPL locations and outreach events to promote voter registration.

Media coverage was encouraging with three out of four of the top English news television stations and both Spanish language television stations in attendance. Television and print media continued to share information about SAPL locations as early voting and Election Day sites throughout the election season.

Following the press announcement, the library issued a news release to local media; created social media posts and sponsored ads targeting Bexar county residents 18 and older; created a #FeedyourFreedom hashtag; delivered dedicated email blasts to the library contact list; deployed “Feed Your Freedom” buttons for library staff to wear; and distributed “Feed Your Freedom” digital

graphics in a variety of sizes to library branches, community partners, and other City of San Antonio departments. During the campaign, between September 27 and November 8, 2016, SAPL’s Facebook page received nearly 1.7 million impressions, 3,500 post engagements, and 787 link clicks.

In addition to significant digital marketing, we purchased a number of print ads in local college and university student newspapers, as well as in San Antonio’s most popular alternative newspaper *The Current*. During the next election cycle this is an avenue where we can expand the campaign. We believe that physical presence and outreach on campuses would be more effective with the Gen Y population.

The campaign continued after the voter registration deadline to encourage the community to vote early at one of the 16 libraries that served as early voting sites, and was also extended to engage the community on Election Day. Members of the SAPL marketing team visited election sites to rally voters and inspire them to share their voting stories through social media



A large yellow graphic with a white polka-dot pattern. At the top, the text "Feed your Freedom" is written in a pink, cursive font. Below it, in large purple letters, is "Don't forget to snap a pic and share your photos on social media". Underneath are social media icons for Snapchat, Facebook, Twitter, Instagram, YouTube, and SoundCloud, followed by "mysapl" and "mysapl.org". Below that are the hashtags "#Election2016", "#VotedatSAPL", and "#MySAPL" in a blue, hand-drawn font. At the bottom, two hands are shown holding a smartphone that displays a photo of the Statue of Liberty with a speech bubble saying "I Voted at the Library". The San Antonio Public Library logo is at the very bottom, with the tagline "Information. Imagination. Ideas."

with the hashtag #IVotedatSAPL. Overall, approximately 32% of Bexar county residents who voted in the 2016 presidential election voted at a San Antonio Public Library location. We consider the “Feed Your Freedom” campaign a true success, and an effort that is sustainable with room for growth through future elections.

The “Feed Your Freedom” campaign highlights the many opportunities there are to reach the community with a message that supports city-wide initiatives like civic engagement. SAPL makes a continuous and concentrated effort toward transformation and evolution to remain a relevant and irreplaceable public institution. Our cohesive vision and direction allows the organization to be successful in fulfilling its mission of changing lives through the transformative power of information, imagination and ideas. ✪

Caitlin Cowart is the community and public relations manager at the San Antonio Public Library.



Providing Inclusive Services to Transgender Customers

BY SPENCER D. C., JULIE LEUZINGER, AND JENNIFER ROWE

While most librarians attempt to adhere to the principles defined in the ALA Core Values of Librarianship and the Library Bill of Rights, unconscious bias among library staff – whether in collection development or user services – can have a negative impact on marginalized populations (Gough & Greenblatt, 2011, 169). In the current social climate, transgender customers are particularly vulnerable to biases that can make our libraries feel unwelcoming. The TX-Gender Project for Libraries was established at the University of North Texas to provide research-based resources to help Texas libraries be safe and welcoming places for transgender visitors.

Transgender people face a startling degree of harassment and discrimination. In a recent national survey, transgender respondents reported being “denied equal treatment or service, verbally harassed, or physically attacked at many places of public accommodation.” 20% of national respondents avoided using some form of public accommodation because of anxiety about harassment (USTS, 14); and among Texas respondents to this survey, 60% avoided public restrooms out of fear of confrontation (USTS-TX, 2).

With help from the Texas Library Association Gay, Lesbian, Bisexual, Transgender (GLBT) Roundtable, we surveyed Texas librarians to evaluate their understanding of transgender issues and their access to professional development resources on serving lesbian, gay, bisexual, transgender, and queer or questioning (LGBTQ) customers. In a parallel survey, we asked transgender library users about their information seeking needs and behaviors and their experiences in libraries.

Transgender respondents report that 53% have been misgendered – addressed as the wrong gender – by a library staff member, sometimes deliberately. While respondents still see libraries as valuable sources for information, 59% are afraid

of “outing” or disclosure when seeking LGBTQ-related resources in libraries. Although 35% have had positive experiences in libraries where their gender was a factor, 41% report negative experiences in libraries where gender was a factor. Texas libraries have some work to do to provide inclusive services to this population.

Among our library respondents, 66% know a transgender person, but a significant percentage lack knowledge or express misunderstanding about transgender issues. For example, 34% believe there is a direct correlation between gender identity (how a person identifies as male, female, or non-binary, regardless of sex assigned at birth) and sexual orientation (the gender to which a person is attracted). Transgender people can identify as straight, gay, bi, or asexual, regardless of their gender identity (Schulz, 197).

Further, most respondents do not have access to Ally or other LGBTQ-related training to help bridge these gaps in their understanding. Among public librarians responding to the survey, 82% do not have access to training on LGBTQ issues through their institutions. Filling in this training gap could go a long way to address the negative experiences transgender people report having in libraries. Increasing diversity among our staff members could help as well. 76% of user respondents report they are more likely to approach a library staff member if they know that person identifies as LGBTQ.

Transgender people are increasingly turning to the internet for information about medical, legal, and social aspects of their lived experience. Librarians can help these customers find and evaluate information and access resources through our libraries, if we build trust and demonstrate that our libraries are safe and welcoming to all. We can do this by providing training to our staff on inclusive services and by conducting outreach to LGBTQ centers, churches, and organizations to let that community know what is available in their Texas libraries.

For more information on the TX-Gender Project for Libraries, visit txgenderproject.org

Five Tips for Providing Inclusive Service:

1. Don't assume you know a user's gender, and don't assume you need to know. Gender is not germane to most library interactions.
2. Use gender neutral language. Avoid “Sir” or “Ma'am,” and use the singular “they” when referring to visitors in the third-person. Become familiar with the vernacular of trans communities to avoid verbal missteps (see Shultz, 195-205). And remember, “y'all” is gender neutral.
3. Know your library's policies for allowing preferred names on library cards. If customers can't choose what name is on their card, consider changing the policy. Always address users by their preferred name. It's okay to ask how a customer wants to be addressed.
4. Respect user privacy. Do not discuss a user's gender among library staff or with others. Don't comment on

materials customers bring to the desk. Allow visitors to use restrooms at their own discretion without comment or disclosure.

5. Conduct proactive community outreach. Create displays and exhibits of materials in your collections for Pride Month and Transgender Day of Awareness. Ask local organizations for training for your staff. Communicate with LGBTQ organizations about the resources and services your library offers.

Resources

- Texas Library Association GLBT Roundtable. www.txla.org/groups/GLBTRT "Works to inspire Texans to affirm and celebrate GLBT-inclusive programs, services, and collections in libraries and communities."
- American Library Association. 2008. "Access to Library Resources and Services Regardless of Sex, Gender Identity, Gender Expression, or Sexual Orientation: An Interpretation of the Library Bill of Rights."
- American Library Association. 2004. "Core Values of Librarianship." www.ala.org/advocacy/intfreedom/corevalues
- Equality Texas www.equalitytexas.org/ Statewide organization providing public education and advocacy on LGBTQ issues.
- Southern Poverty Law Center. LGBT Rights. www.splcenter.org/issues/lgbt-rights

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- National Center for Transgender Equality. "Executive Summary from the 2015 U.S. Transgender Survey." <http://www.ustranssurvey.org/>
- National Center for Transgender Equality. "Texas State Report from the 2015 U.S. Transgender Survey." Shultz, Jackson Wright. 2015. *Trans/Portraits: Voices from Transgender Communities*. Dartmouth College Press. 🌟

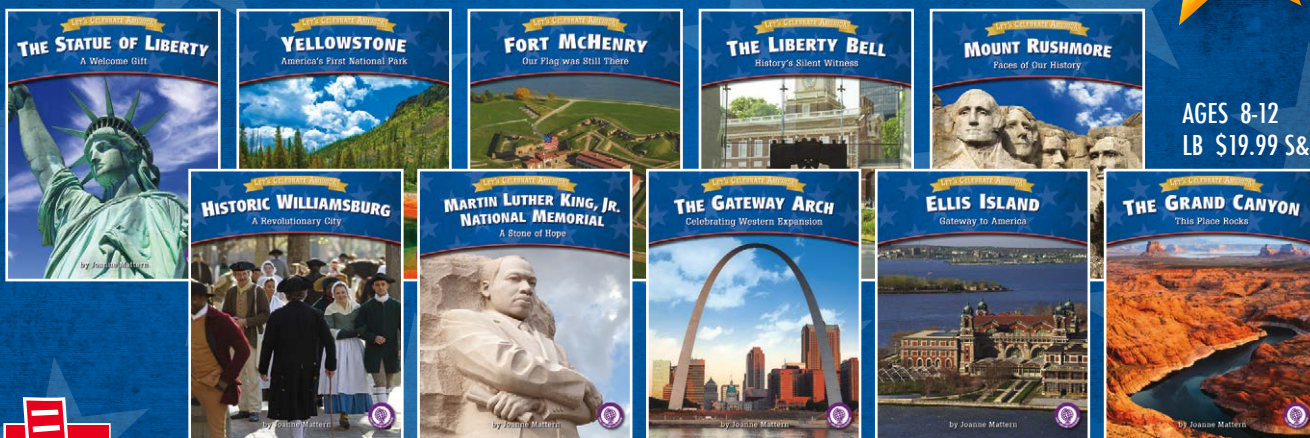
Spencer Keralis is head of Digital Humanities and Collaborative Programs at the University of North Texas (UNT) Libraries.

Julie Leuzinger is department head, Library Learning Services, at the UNT Libraries.

Jennifer Rowe is the Social Sciences and Community Engagement librarian at the UNT Libraries.

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Q & A with Dean Kinshuk

Each of the departments brought experienced faculty and department chairs, as well as established priorities, goals and expectations, to the new structure. How do you build on those strengths? How do you identify and implement needed modifications and changes?

As I moved into my new position as the dean of the College of Information, what amazed me was the passion and dedication the College staff and faculty have towards ensuring success for the students. My previous experiences of improving students' learning experiences aligned very well with my UNT colleagues' efforts. With three departments in the College, each having its unique vision and mission, my focus is to build on their strengths and cross-pollinate their individual successes so that all our students benefit even further from the rich experiences each department brings in terms of improving student support. This is even more critical, as we support both on campus and online students, who have distinct needs. We have already seen the benefits of this approach. One of our undergraduate programs, the Bachelor of Science in Information Science, has just been ranked 16th in the nation by BestColleges.com.

Continuous feedback from our students, and learning from our alumni (who have known the College and the University far longer than I have), is the key. Feedback comes in different shapes and forms, and from a wide variety of sources and situations, ranging from informal get-togethers with students, to formal feedback gathering sessions. Advising and student support is a standing agenda item in our weekly executive committee meetings so that we can reflect on the feedback on regular basis. It was indeed one of those meetings where the establishment of Dean's List came to fruition. Discussions with various alumni groups have resulted in new program proposals.

One of the University's major goals is to create a clear vision for the College. What are your plans to accomplish that goal, and how do you see the implementation?

The University's goal is also at the heart of our goals at the College. As we move forward, building a clear vision for the College and an associated action plan is a priority. As I mentioned, each department has its own unique vision and mission, and they all contribute towards building a coherent vision and mission for the College, with aim to develop an action plan that supports the University's vision and mission. Such a vision cannot come from the top. Our efforts for the past months have been to evolve it by consensus, in various discussions, reflections and other College activities, finally culminating in the College Retreat that took place in April. The strategic priorities that evolved during the Retreat are serving as the platform for the development of an action plan.

What three things do you consider hallmarks of the College of Information's Information Science program that make it distinctive from other universities' programs?

**COLLEGE OF
INFORMATION**

UNT

The *Texas Library Journal* had the opportunity to ask Dean Kinshuk of the University of North Texas about his goals and priorities for the UNT College of Information.

Prior to coming to the University of North Texas, Kinshuk was the associate dean of the faculty of science and technology at Alberta Canada-based Athabasca University. He helped facilitate new graduate programs, gained external research funding, developed strategies for student recruitment, and promoted senior students and alumni to serve as mentors for new students.

He joined the UNT College of Information in August of 2016. The College is relatively new, bringing information science, learning technologies, and linguistics under one umbrella since 2008.

Read Across Texas

The Veteran Experience



BY REBEKAH MANLEY

Over 70 libraries participated in the Texas State Library and Archives' (TSLAC) first-ever, statewide community reading program offered through the Texas Center for the Book. Read Across Texas explored the complex and sometimes troubling issues faced by veterans, families, and communities when those who have served our country return home. The program provided a framework of discussion questions and supporting material designed to help spark community conversations around these sometimes difficult topics within the safe environment of the library.

Thanks to a generous \$8,000 donation from the Edouard Foundation, our **Friends of Libraries & Archives of Texas** supplied mini grants for 60 libraries to receive bundles (10-15 books) of our four, multi-genre titles:

- *Billy Lynn's Long Halftime Walk* by Ben Fountain
- *What It Is Like to Go to War* by Karl Marlantes
- *You Know When the Men Are Gone* by Siobhan Fallon
- *The White Donkey: Terminal Lance* by Maximilian Uriarte

The Texas Veteran's Commission and the Military Veteran Peer Network served as statewide partners; available to help libraries plan, connect with their veteran communities and lead discussions.

These powerful anecdotes from participating librarians illustrate the impact of the program:

- "I have been reading the first book every night after my husband calls from Afghanistan. He is in the eighth month of his tour, so I can attest to this story collection's value to a military wife. I feel that reading *You Know When the Men Are*

Gone has given me helpful perspective on what reunion could be like."

- "I am so thankful that our library was selected and I have been trying very hard to expand our collection of veteran resources for all ages. These grants have also motivated me to expand my knowledge about veterans and what they go through both during war time and coming back home. What makes it especially close to my heart is that my daughter is married to a Marine. I get a chance to learn about what a soldier, military wife, and family (they now have two children) have to go through while serving."

- "We thought this would be a one-time program. We were totally unprepared when these great people asked if we could make it an on-going one. Finding the right partner in your community is a key to the success of this program - having a contact that works closely with and knows people who would benefit from this was a big reason for our success."

While this initiative focused on adults, multiple schools participated, adapting the program to their age levels. One elementary school librarian shared:

"Two hundred fifth graders sat on the floor and gave their full attention (to the Veteran speaker, a Coordinator with the Military Veteran Peer Network) for an hour which spoke volumes. Students heard first-hand and asked probing follow-up questions about the differences in our nation and countries in the Persian Gulf."

TSLAC is working to address issues that are at the forefront of Texas communities, and our goal is to support the work of libraries in fostering meaningful discussions and forging stronger community relations. The statewide community reading program, which will be offered every two years, is an important element of this work.

TSLAC wants to know: What is important to you? As we plan for the 2019 Read Across Texas, please share your suggestions for themes with Rebekah Manley, coordinator, Texas Center for the Book, at rmanley@tsl.texas.gov ✪

Rebekah Manley is the coordinator of the Texas Center for the Book at the Texas State Library and Archives Commission.



LADY LIBERTY

AT THE LIBRARY

BY JACK HOLMGREN

Across the country, librarians are assisting users in various ways as they pursue United States citizenship, thanks in part to materials from the United States Citizenship and Immigration Services' Citizenship Corners initiative. As needs grow, especially within the Lone Star State, librarians should consider building on current offerings and acquire a special credential that allows them to provide immigration legal services.

The Department of Justice Recognition and Accreditation program (DOJ R&A) permits charitable agencies – including libraries – to have non-attorney staff members represent clients before the Department of Homeland Security and immigration courts.

Addison Public Library, located just outside of Chicago, recently took advantage of this growing movement towards leveraging the librarian's role as information gateway. It achieved DOJ recognition earlier this year and Kelly Von Zee, head of community engagement, is one of three staff members with accreditation.

"In my mind, this is a part of traditional librarianship," said Von Zee. "Librarians have always been information professionals and that is something that we've done very well for hundreds of years. This is information people need."

She went on to elaborate on how communities benefit from having access to trained legal professionals, especially considering immigration issues are often difficult for the average person to grasp. For example, libraries are perfectly positioned to fight misinformation about immigration enforcement or paths to legal status, and to prevent dishonest individuals from taking advantage of vulnerable people.

"This is something I see as belonging in every public library that has any significant immigration [population]," said Von Zee. "Just being able to go through this process [of obtaining the proper credential] increases the level of expertise that we have in this area and helps us walk people through immigration forms and just understand basic immigration information."

Addison Public Library's leadership first learned about DOJ R&A through Terra Dankowski's article "Librarians as Immigration Lawyers," published in *American Libraries* in September 2015. Von Zee further researched the process using the Catholic Legal Immigration Network's DOJ Recognition and Accreditation Toolkit, which is available online at cliniclegal.org/clinic_toolkit/672. Then, she and her colleague took a 40-hour in-person training sponsored by the Illinois Coalition for Immigrant and Refugee Rights. Priced at approximately \$500, the course provided a thorough understanding of all the immigration remedies and issues available with focus areas like naturalization.

From the outset, an immigration attorney guided Von Zee and her colleague through the application process and training as part of the library's participation in the DePaul College of Law's Asylum and Immigration Law Clinic. Von Zee, however, finished and submitted the application on her own. Another staff member was trained through CLINIC's quarterly Comprehensive Overview of Immigration Law e-learning course, which offers 48-hours of training over six weeks for approximately \$495.

Offering this service requires a modest amount of staff time (and budget), approximately 10 hours a month plus overhead. Libraries pursuing this certification need to have technical legal support available. Immigration law technical support can come from a local immigration attorney, a fully accredited DOJ representative or a source outside the local community, such as an immigration attorney at a national agency like CLINIC. The group or person supplying the technical support is not supervising the librarian nor are they required to be onsite. The attorney providing technical assistance simply is available to answer librarians' immigration law questions.

In Texas, Houston and Pflugerville public libraries have expressed interest in getting the credential and offering naturalization assistance. Jacquelyn Crouse of United States Citizenship and Immigration Services (USCIS) also reports a handful of rural libraries in the state are considering this new librarianship tool.

If you would like information about how to prepare and apply for DOJ recognition and accreditation, please contact Jack Holmgren at jholmgren@cliniclegal.org and visit cliniclegal.org.

For more information on USCIS's Citizenship Corner initiative visit www.uscis.gov/citizenship/organizations/libraries/citizenship-corners. ★

Jack Holmgren is the strategic capacity advisor for the Catholic Legal Immigration Network, Inc.

ON THE ROAD with Powered Libraries: Touring West Texas Libraries

BY SARA ORTIZ

On July 12, the Texas Library Association (TLA) and the Texas State Library and Archives Commission (TSLAC), dispatched two representatives for a week-long road trip, visiting seven libraries in five cities as a part of the West Texas Powered Libraries Road Trip, a Powered Libraries outreach campaign.

The purpose of the trip was to highlight creative and innovative programming at each library in a video format to share with the public. At each stop, the Powered Libraries team gathered stories from dedicated library professionals and community members. The libraries were excited to have TLA and TSLAC on their home turf and were eager to talk about and demonstrate their special programming and collections. The road trip grabbed the attention of local, area-elected officials, county commissioners, tribal elders, faith-based leaders, library partners, and media. Witnessing and chronicling first-hand how libraries are receiving stakeholder support was heartening and inspiring.

Day 1: Tom Green County Library's STEAM Central | San Angelo

The Tom Green County Library System - Stephens Central Library's STEAM Central is powered by partnerships with the Texas Alliance for Minorities in Engineering (TAME), Angelo State University, local arts and craft organizations, and area-elected officials. With funding from TSLAC and the Institute of Museum Library and Services (IMLS), the library's basement has

transformed into STEAM Central, a space that offers access to video production equipment, tools, state-of-the-art robotics, quilting and

craft supplies, and an array of engaging programming that charges the creativity of the visitors. County commissioner and long-time library supporter Rick Bacon, who played a key role in supporting the library's request to seek federal and state-level funding, was present during the visit. The STEAM Central team – Wanda Green, Clint Hudson, and support staff – are revitalizing the way library users engage with and use the space.



Day 2: Midland Public Library – Centennial Branch | Midland

Driving into the Midland County Public Library (MCPL) Centennial Branch is like driving into an oasis resembling a children's museum. Self-proclaimed as one of "techie libraries in the state," the Powered Libraries team asked MCPL to unplug, and they rose to the challenge by offering a series of no (low) tech activities that charge Midland's communal batteries without plugging in. In one part of the library, an adult coloring group convened for their weekly meeting, where their newest member undergoing chemotherapy expressed that she finds healing benefits in coloring, conversations, and meeting new friends. In another part of the library, grandparents volunteered, assembling and sharing hands-on



Photographing the coloring book group organizer

activities with kids, giving retired community members an opportunity to get out and involved while offering youth trusted mentors. Taking up a third of the ground floor is a rotating exhibits area, which at the time of the visit offered education crafts and unplugged games – from a farmer's market to a recycling installation to a bike-powered station – emitting happy, rowdy sounds and breaking a few dated library stereotypes.

Day 3 McDonald Observatory Library | Fort Davis

Superintendent Craig Nance wasted no time in showing the Powered Libraries team to the Science Library and delved into the singular history of the space, nestled underneath a high-powered 82-inch telescope. The Observatory Library is a star attraction serving academic researchers who gather information from scientific articles and publications to better understand the night sky and universe. The collection contains priceless planetary volumes, charts, and relics that spark curiosity. Gems include

Superintendent Craig Nance

a rare book printed to commemorate the dedication of the Observatory, containing the signatures of the who's who of astronomy during the early 20th century. With a can-do spirit combined with a quirky sense of



humor, Nance is as dedicated to exploring the public-facing future of the library as he is passionate about sharing the mysteries of the observable 200 billion stars in the galaxy.

Day 4: Marathon Public Library | Marathon



It is said that good things come in small packages, and the Marathon Public Library is no exception to that rule. Under the guidance of library director Elizabeth Holt, this 723 square-foot library packs a punch with creative programming and community-focused resources. Holt and the

library team often play “library tetris” as they transform the tiny space from science lab to tinkering workshop and from ice cream parlor to 3D printer makerspace. During the visit at the second-smallest Texas public library, a faith-based leader who also serves on the library board and his family partook in the myriad of activities. Marathon has a population of roughly 430 people, and it seems Holt knows almost all of them. Her outgoing nature is well-known throughout West Texas, and her energetic nature powers this “off-the-grid” area where Big Bend and dark skies meet.

Day 5: El Paso Public Library’s Sow.Grow.RepEat. | El Paso

When the El Paso Public Library (EPPL) staff was tasked to bring creative incentives to the library system, Lisa Martinez introduced a Sow. Grow. ReapEat. Program – inspired by other similar and successful community engagement opportunities hosted in New Mexico and Arizona – which empowers the El Paso community to plant edible seeds. Martínez explained how the program gives away seeds for gardens. Instead of returning the seeds – as we return borrowed books or videos— participants plant the seeds, grow the crops, and then take seeds from the resulting crop to the library for future library users. Master Gardener Jim Hastings from the Texas A&M AgriLife Extension Service-El Paso County leads workshops at participating area branches, where he hopes his green thumb will sprout excitement in new gardeners. Ready to learn more about the innovative programming at EPPL, four representatives from two different offices joined the Powered Libraries team during the visit: Diana and Xotchil from State Representative Lina Ortega’s office and Richard and Stephanie from Congressman Beto O’Rourke’s office.



Lisa Martinez and Jim Hastings

Day 6: UTEP Library’s S.L. Sonnichsen Special Collections | El Paso

The sixth floor of the University of Texas at El Paso Library houses the S. L. Sonnichsen Special Collections Department, which features an impressive archival and photographic collection that tells the story of the people of the El Paso-Juarez region. Claudia Rivers and Abbie Weiser have established a



community-focused approach to archival services. For instance, the Casasola photo identification program, in partnership with the *El Paso Times*, is able to put names with the faces of unidentified archival images dating from the 1930s onward. When visiting, the team could not resist walking out onto the library’s roof terrace to look at the view of three mountainous states: Texas, New Mexico, and Chihuahua. Resources can be accessed online and in person, and Rivers, Weiser, and reference staff are always available to help visitors put together the pieces of the past.

Day 7: Ysleta del Sur Pueblo’s Tribal Empowerment Library | Socorro

From the moment the Powered Libraries team walked into the Ysleta del Sur Pueblo (YDSP) Tribal Empowerment Library, they were immersed in the customs, traditions, and storied past of the Tigua people. Brenda Gutierrez, MarySue Femath, and countless tribal volunteers start from the ground up, teaching the basics of the Tigua language through their Tuy Pathu Pre-K Language program; elementary students make use of the library space to learn tribal dances and have access to books authored by community members that introduce and reinforce cultural practices, lessons, and Tigua language; adult tribe members also take part in full-immersion language lessons hoping that learning simple phrases and greetings will become part of everyday conversations on the reservation; and elders take advantage of the library’s central location to share the traditional bread baking techniques in an horno (outdoor oven, adjacent to the library) built by tribal youth. The YDSP Empowerment Library exemplifies all that a library can be and strives not only to preserve customs, but to provide a springboard to higher education for the young tribe members. Gutierrez, Femath, and the Empowerment Library have harnessed the power of the age-old adage, “It takes a village,” through hosting a variety of intergenerational cultural activities that invite tribal elders to engage with young members of the community to reinforce traditional methods, values, beliefs, and culinary practices.



A complete archive of the Powered Libraries videos is available at poweredlibraries.org/videos. 🌟

Sara Ortiz is TLA’s communications and marketing specialist.

Meet TLA's Corporate Members

We asked them: What motivates you to be a TLA member?


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BETTER TOGETHER



Jeff McDaniel, Vice-President, Customized Library Services & International Public Libraries for Baker & Taylor, a Follett Company


Baker & Taylor has been a dedicated supporter and sponsor of TLA for more than 50 years. We truly enjoy the energy and spirit of our Texas Library partners, and share their passion for providing products and services to the library community.


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Nedra Sadorf, President

Demco has always been passionate about supporting the librarians and libraries that we serve. Our involvement with TLA provides us opportunities to stay in touch with the Texas library community, to learn from them, and to gain a better understanding of what products and services are important to our customers. Our ultimate goal is to be a partner in creating learning environments that foster the viewpoint of Texas libraries as the center of lifetime learning.


Bound to Stay Bound
Linking Libraries to Children's Books



Robert L Sibert, President

Bound to Stay Bound has been member of TLA since the beginning. We are proud to be a Diamond sponsor and the exclusive sponsor of the Bluebonnet Luncheon. Texas has some of the most highly trained school and public librarians in the country. You'll never be disappointed attending a TLA meeting with all it has to offer and we are proud to be a part of it.



Tom Ahern, CEO

There's nothing like TLA. TLA members have such enthusiasm for their work and dedication to their students and they aren't shy about sharing what they need from Capstone. We always learn more about how to make Capstone better and come away inspired to do good work. We love being a part of helping Texan librarians make a difference for kids!





INFORMATION SERVICES

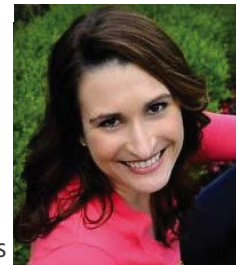
Alejandro Rojano, Regional Sales Manager

Texas represents a cross section of our customers from K-12 to public libraries to academic institutions. Our involvement in TLA and with Texas libraries extends back decades. We believe there are many more products and services to create and share with Texas libraries, and much more we can learn from the librarians and end users represented by TLA.


BAKER & TAYLOR
BETTER TOGETHER

Britten Follett, Vice-President, Marketing for Follett School Solutions

TLA serves the libraries and librarians in Texas, Follett is committed to the same mission and goals of the organization — the success of the individuals and libraries within the state. With a long and rich history in the school library market, Follett is committed to library advocacy through its creation and continued support of Future Ready Librarians; Project Connect, an industry think tank whose work led to the Future Ready Library Framework; the long-time sponsorship of the National School Library Program of the Year; and Follett Community, a free online gathering place where members can learn through webinars, share ideas, solutions, and collaborate with other K-12 educators. Follett consistently relies



upon input from working librarians and consortiums, like the Region 11 Education Service Center in Texas, to improve Destiny® Library Manager™ and ensure libraries and librarians have the tools they need to operate efficiently and move students into successful adults.



H-E-B/ Read 3

Christa Aldrich, Literacy Program Manager

H-E-B recognizes the value of libraries in the communities we serve. We are honored to support the

efforts of librarians across Texas who bring the love of reading to the next generation of young Texans.

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Texas is a bellwether for the rest of the country. Trends are launched in Texas. Want to see where libraries are going? Look at Texas.



LIBRARY DESIGN SYSTEMS

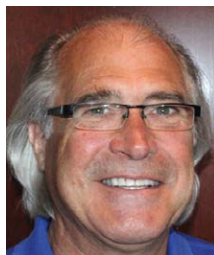
Robert Williams, President

The opportunity to meet library professionals from not only Texas, but surrounding states, is always exciting. The annual conference is a fantastic event that allows us the opportunity to interact with librarians and decision makers. Needs, ideas, trends, building and space usage, furniture and equipment are topics of discussion. There's no better event than the TLA Annual Conference to learn about the needs of the library community and to provide assistance.



Trevor Taylor, Vice President

We enjoy being a member of TLA because it keeps us up to date with the most recent library news and events, and makes us feel a part of the Texas library community.



Randal Heise, Co-Owner

All of us at Mackin have been motivated for almost twenty years to support the association and be active members because TLA makes a real difference. TLA is the future of education in Texas and educators across the nation look to TLA members as exemplary leaders with real passion and an endless dedication to children and students of all ages.



Steve Zales, CEO

Since our first involvement with TLA, we've found that Texas librarians are some of the most passionate people in the library field. And that passion leads us to become the best, most valued partner to librarians. Each year, we are proud to be a TLA corporate sponsor.



Dominique Raccah, CEO & Publisher

We see TLA as a source of knowledge, expertise, and passion that is palpable when talking with Texas Librarians. TLA is a great medium for Sourcebooks to connect our books with readers and advocates for learning. We believe that

books change lives and feel strongly that Texas librarians share the same motto.



Darryl Tocker, Executive Director

Camaraderie and peer support.



Learn more about TLA's corporate members at www.txla.org/cm ★

Pat Smith Receives Award

On Monday, September 18, Pat Smith was honored with the Distinguished Life Member designation from the Texas Society of Association Executives (TSAE) at their annual Awards Luncheon.

The designation, given by the TSAE board, recognizes individuals for their distinguished service to TSAE and continual membership for 10 or more years. Pat has been a TSAE member since 1987, volunteered for countless committees and served as the organization's Board of Directors chair in 2010-2011. TSAE currently has 19 Distinguished Life Members in its membership of 1,000.

Former Dean of UT School of Information Honored

Andrew Dillon, former dean of the School of Information at the University of Texas at Austin, was recently commemorated with a \$50,000 endowment. Faculty, staff, friends and colleagues joined together to fully fund the Andrew P. Dillon Award for Social Justice in Information. The annual prize will be awarded to an outstanding student or faculty member who has demonstrated excellence in the area of social justice and information. Dillon stepped down as dean at the end of August, and after a yearlong sabbatical, will return to the iSchool as a professor.

Harvard Student Wins Book Collecting Prize

Xavier Gonzalez, a graduate of St. John's School in Houston and rising senior at Harvard College, won first place in the 2017 Harvard University Visiting Committee Prize for Undergraduate Book Collecting. His collection is called "Books That Count: Books and DVDs calculated to inspire children and young adults to explore the wonderful world of mathematics."

"I learned to love mathematics through story telling. One book in particular, *The Number Devil*, showed me how mathematics is beautiful, exciting and connected," Xavier stated. "For me,

mathematics is a story, with a beginning and middle, but with no end. So too is my collection of math books."

The Visiting Committee Prize for Undergraduate Book Collecting was established in 1977 to recognize and encourage book collecting by undergraduates at Harvard.



TLA Welcomes New Executive Director

After an extensive national search, the Texas Library Association (TLA) appointed Dana

Braccia as the new Executive Director starting October 1, 2017. Braccia brings a diverse range of experience and expertise in innovative library and operational management as well as member relations and industry partnerships to the association.

Braccia has been an active leader in the library community since becoming a librarian in 2005. She is a past-president of the Mountain Plains Library Association and mentor for their Leadership Institute, as well as a former American Library Association councilor. She received her MLS from the University of Arizona and will complete her MBA from the W. P. Carey School of Business at Arizona State University with an emphasis in analytics and public policy this fall.

Most recently, Braccia was vice-president of Library Operations for Library Systems and Services, where she partnered with city and county stakeholders to provide strategic oversight and library services management for over 80 public libraries throughout the U.S. Braccia also has extensive experience in the private and public sectors having worked in government services, hospitality, major event management, retail, and banking with organizations including City of Scottsdale, Hilton International, San Francisco Giants, Citibank, Carefree

Resorts, and Micronesia Mall. She is an eCourse instructor for the American Library Association as well as adjunct instructor in several Masters programs.

"I am thrilled to have the opportunity to serve and support the amazing library community in Texas" says Braccia. "TLA is an outstanding organization that provides exciting professional leadership opportunities, ongoing education, and dynamic resources to members throughout the state. Libraries are vital institutions and TLA has been a pillar for the library community since 1902. It is an honor to follow in the footsteps of outgoing Executive Director Patricia Smith, and I look forward to continuing to build on the tradition of association excellence."

"Members of the search committee were impressed with Ms. Braccia's diverse experiences. She demonstrates her broad vision and understanding of national trends, and her passion for advocacy for libraries and librarians," said Dr. Ling Hwey Jeng, TLA president and chair of the search committee. "We are excited to welcome her to Texas and look forward to the new beginning." Braccia plans to attend several TLA district meetings this fall to meet with members.

TLA extends its deepest appreciation to Patricia Smith for her willingness to postpone retirement until September 30 to ensure the smooth transition.

Teacher Day @ TLA is Back!

Do you know a classroom teacher who would enjoy the TLA Annual Conference? Our annual conference – made up of books, authors, technology integration, makerspaces, curriculum connections, and supportive librarians – may very well be the stuff of teachers' dreams. They unquestionably have to experience it to believe it.



TEACHER DAY@TLA
 INVESTIGATE • CREATE • COLLABORATE
 TEXAS LIBRARY ASSOCIATION ANNUAL CONFERENCE

ALADENVER MIDWINTER Meeting & Exhibits FEBRUARY 9-13, 2018

ALA American Library Association



- **INNOVATION-SPURRING** preconferences and institutes
- In depth **LEARNING** and educational sessions
- New publications, technologies, and services from expert organizations in the **EXHIBITS**

- **AWARD** announcements and celebrations
- Unlimited **CONNECTIONS** with colleagues from all types of libraries, doing all kinds of library jobs, at all levels
- Books, media, and 100s of **AUTHORS**
- All the **SOCIALIZING** you're up for!

SYMPOSIUM ON THE FUTURE OF LIBRARIES what's next for libraries and communities

LIBRARY OF THE FUTURE
CENTER FOR THE FUTURE OF LIBRARIES

who are creating what's next for cities, campuses, and communities.

- **Plenary sessions** with the civic, education, and social innovators who are creating what's next for cities, campuses, and communities.
- **Insights from the library professionals** introducing new services, spaces, collections, and partnerships.
- **Discussions with experts and innovative thinkers** from allied professions and disciplines

sharing their visions for the future and helping us think beyond our current work.

- **Emerging products and services** for libraries in the exhibit hall and installations throughout the conference.
- The Symposium **integrates and builds on the Midwinter Meeting's** popular ALA Masters Series, and News You Can Use updates, which highlight innovations and advances in libraries.

INCLUDED
in your 2018 ALA
Midwinter Meeting
& Exhibits
registration!



Early Bird Registration and Housing open
SEPTEMBER 13, 2017, Noon (Central).



Now is your chance to make a teacher's dream come true! On Thursday, April 5, 2018, classroom teachers will have the opportunity to experience a special one day event during the TLA conference, comprised of speakers, activities, and pricing designed just for them. Here is your chance to help. You, as a sponsoring school librarian, will play a crucial role by identifying interested teachers, helping them secure permission and funding for their attendance, guiding them through the registration process, and ensuring our guest teachers have a positive experience.

Planning has begun for a fun, interactive day for the teachers who attend, as well as the librarians who sponsor them. Participants are welcome to stay for the full conference. Now is the time for interested librarians to: a) Identify motivated classroom teachers and b) Start to lay the groundwork for conference attendance and travel funding.

The goal of this program is for classroom teachers who experience a TLA conference to return to their districts as library advocates and collaborators - or perhaps become librarians themselves. Details about Teacher Day @ TLA, an event that has become an annual highlight, will be shared by task force members soon via listservs, social media, and the TLA website.



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

facebook:
TexasLibraryAssociation
twitter: @TXLA
YouTube: TexasLibraryAssoc

TLA DISTRICT MEETINGS SCHEDULE

District meetings provide regional settings for presenting continuing education, carrying on legislative activities, and recruiting members. The annual fall meetings also present a wonderful opportunity for local librarians, para-professionals, and trustees from all types of libraries to meet, network, and set a foundation for collaborative efforts.

District 3 Friday, October 6

Austin Community College Eastview Campus

District 4 Friday, November 3

UT Rio Grande Valley Edinburg Campus (Brownsville)

District 5 Saturday, October 14

Texarkana College

District 6 Saturday, October 21

El Paso Community College, NW Campus

District 8 Saturday, October 14

University of Houston MD Anderson Library

District 9, Saturday October 7

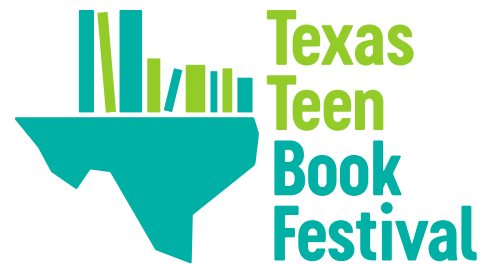
Lubbock Christian University, Talking Center for Nursing

District 10 Saturday, October 14

Harlan High School (San Antonio)

Districts 1, 2, and 7 held their meetings in September.

District membership is included in your annual dues and is based on your residence.



TLA goes to the Texas Teen Book Festival | October 7

Formerly known as the Austin Teen Book Festival and now in its ninth year, the Texas Teen Book Festival (TTBF) is a one-day event that takes place on Saturday, October 7 at St. Edward's University the campus. Highlights include keynote presentations from all-star authors Marie Lu and Jason Reynolds, and numerous nationally and critically recognized authors, writing workshops, and workshops for educators, a costume contest, and more.

For the first time, TLA is partnering with TTBF to present back-to-back, librarian led book talk presentations featuring titles from three TLA reading lists: Lone Star, Maverick, and TAYSHAS. Visitors can find TLA at the Friends of the TTBF booth next to the Austin ISD Library Media Center team.

Find more information about the TTBF at texasteenbookfestival.org.





Texas Book Festival

22nd Annual
Texas Book

Festival | November 4-5

Margarita Engle, Javaka Steptoe, Jennifer Egan, Dan Rather, and the Bush sisters are just a few of the more than 280 authors scheduled to appear at the 22nd annual Texas Book Festival (TBF) November 4 and 5 in and around the Capitol grounds and surrounding venues. The Book Festival is free and fun for all ages.

The 2017 First Edition Literary Gala will be emceed by Skip Hollandsworth, executive editor and author at *Texas Monthly* and will feature acclaimed authors Walter Isaacson, Min Jin Lee, Attica Locke, and Kevin Young. Tickets can be purchased online at www.texasbookfestival.org.

In addition to all of the great authors, the Texas Book Festival is the official launching forum for TLA's Texas Bluebonnet Award Master List. This year the announcement takes place on November 4 at 10:00 am in the Texas Tent (8th & Congress). The TBA Master List titles will be available for purchase from BookPeople, the Book Festival's new partner and Austin's favorite independent bookstore.

Additionally, TLA will be stationed in booth #313, where visitors can pick up the TLA reading lists, snag a Texans Love Libraries button, and support

libraries recovering from Harvey by donating to the Texas Library Disaster Relief Fund or by purchasing copies of the TLA Coloring Book.

On November 4 at 7:00 pm stop by Lit Crawl Austin, a night of literary merriment, where TLA and the Texas State Library and Archives Commission will co-host one of the numerous events. Most Lit Crawl Austin venues are along East Cesar Chavez St., and TLA's celebration will be held at Flat Track Coffee (1619 E. Cesar Chavez St.): texasbookfestival.org/lit-crawl.

Young readers display new titles at the 2016 TBA release.



The 2017 TBF poster features an illustration by Joel Salcido



The TBF is a nonprofit organization created to promote literacy and support public libraries. This year, TBF awarded more than \$100,000 in grant support to 44 public libraries throughout the state. To see this year's recipients, visit www.texasbookfestival.org/library-grants. TLA has been a TBF partner since the inception of the book festival, and we encourage librarians to attend the festival and to volunteer: www.texasbookfestival.org/volunteer.

Nominate a Deserving Candidate!

Who do you know that is setting a standard that others are following?

Each year, TLA honors individuals, libraries, supporters, and projects with the TLA Awards; and the association depends on its membership to identify worthy candidates. Chances are you have someone in your library system or in your life that you always say deserves an award for the work they're doing, the projects or programs they're leading, or the support they're giving in their community. Maybe it's you. Do you have a career, a project, or an accomplishment you're particularly proud of? Then nominate yourself! These awards are for real people and real projects like yours.

TLA AWARDS categories are:

- Librarian of the Year
- Wayne Williams Library Project of the Year
- Lifetime Achievement
- Outstanding Services to Libraries
- Benefactor
- Distinguished Service
- Libraries Change Communities

In addition, the TLA Branding Iron Awards are given each year to recognize exemplary public relations and marketing efforts.

When you nominate someone, you are asked to include some information for a press release. A TLA award is an honor, and TLA wants to help recognize this hard work with some great publicity for the winning individuals, programs, and projects.

Nominations for TLA Awards are open from September 15th through January 15th. For more information on all of the awards, previous winners, and to preview the nomination forms head to www.txla.org/tla-awards. *Nominate someone today.*

TLA SCHOLARSHIPS

- Janeway
- TLA Summer School
- Van Dusen-Tobin-Kaiser (awarded in even numbered years)
- Vivian Greenfield Education Award
- Walter H. Escue Memorial Scholarship

Also consider the many awards, stipends, and grants TLA units offer to their members (www.txla.org/awards). TLA's social media outlets are another good way to keep current on new offerings and approaching deadlines.

CONFERENCE STIPENDS

- Automation & Technology
- Biblionix (SCLRT)
- Black Caucus
- Cataloging and Metadata
- College & University Libraries
- District 3
- District 5
- District 8
- Escue (paraprofessionals)
- Genealogy (AGLHRT)
- Junior Library Guild/Diversity & Inclusion Committee
- Library Instruction Devin Zimmerman
- New Members
- NMRT Professional Development
- Public Libraries Division
- Reference & Information Services
- Supervision, Administration, & Management
- Tocker Foundation

UNIT & PARTNER AWARDS

- Distinguished Service for School Administrators (TASL)
- Intellectual Freedom Award
- Knowledge Is Power (Marcive/GODORT)
- Library Instruction Project of the Year (LIRT)
- Media/Virtual Presence Award (TASL)



- Outstanding New Librarian (NMRT)
- Outstanding Service in Library Instruction (LIRT)
- Siddie Joe Johnson Award (CRT)
- Small Community Librarian & Small Community Library Advocate Award (SCLRT)
- Shirley Igo School Library Collaboration (TLA & Texas PTA)
- SMARTy Award (SMART)
- Standing TALL Award (TALL Texans)
- Texas Youth Creators Awards
- Texas Reference Award (RRT)
- Upstart Innovative Programming
- Young Adult Reading Incentive Award (YART)

UNIT SPONSORED SCHOLARSHIPS

- ATRT (TLA Membership)
- CULD (Academic Librarianship)
- TASL (School Librarianship)

SPECIAL SCHOLARSHIPS

- Spectrum Scholarships (ALA)

GRANTS

- DEMCO Research
- J. Frank Dobie Library Trust
- James L. Love Awards
- Jeanette & Jim Larson Grants (public library for mystery genre)
- Texas Book Festival
- Texas Library Disaster Relief
- Tocker Foundation
- Woll Memorial Fund

CONTINUING EDUCATION

New! LEADERSHIP LAUNCHPAD

TLA's newest leadership program is designed for librarians with less than five years of experience. Participants will discover their own leadership styles, learn critical persuasive and communication skills, and design a career plan based on their new perspective.

Each session will be taught by TALL Texan Leadership Development Institute alumni. The \$125 registration fee covers all instruction and classroom materials.

These 1-day seminars are being held in tandem with TLA district meetings when possible. Register at www.txla.org/CE

Leadership Launchpad Austin (District 3)

Eastview Campus Library, Austin Community College, 3401 Webberville Rd.

October 7, 8:30 am - 4:30 pm

Leadership Launchpad Texarkana (District 5)

Palmer Library, Texarkana College, 1024 Tucker Street

October 13, 8:30 am - 4:30 pm

Leadership Launchpad Houston (District 8)

Harris County Library Admin. Building, 5749 South Loop East

October 13, 8:30 am - 4:30 pm

Leadership Launchpad San Antonio (District 10)

Schaefer Branch, San Antonio Public

Library, 6322 US Highway 87 East

October 13, 8:30 am - 4:30 pm

Leadership Launchpad El Paso (District 6)

Dorris Van Doren Regional Branch, El Paso Public Library, 551 Redd Road

October 20, 8:30 am - 4:30 pm

Leadership Launchpad Edinburg (District 4)

Pharr Memorial Library
121 East Cherokee Avenue

November 3, 8:30 am - 4:30 pm

Leadership Launchpad Amarillo (District 2)

Amarillo Public Library
413 SE 4th Avenue

November 10, 8:30am-4:30pm

connect to know

FINANCIAL LITERACY TRAINING

Financial Literacy for Students and Young Consumers

September 28, 1:00 pm

This FREE webinar, presented by Consumer Financial Protection Bureau staff, provides an overview of services for students and young people. Learn more about the services at www.consumerfinance.gov/students/. Visit www.txla.org/CE to register.

Free Financial Literacy Resources

McAllen Public Library

4001 North 23rd Street, McAllen

October 17, 9:00 am - 4:20 pm

Do you receive requests from users for help on financial matters? At this meeting you will learn about several local and national organizations, with a Texas presence, providing free financial literacy tools and resources. Topics include sources for pro-bono financial planning, resources for the Hispanic community, financial fraud prevention, the Consumer Financial Protection Bureau Libraries Project, essential information on credit, introduction to investing, and retirement strategies. Continental breakfast and

lunch are provided by the Federal Reserve Bank of Dallas.

Moolah Palooza: Financial Literacy Education

Region 1 Education Service Center

1900 West Schunior Road, Edinburg

October 18, 8:30 am - 4:00 pm

Looking for financial literacy resources to incorporate into day-to-day lessons? This one day symposium provides educators, administrators and counselors with a one-stop shop for their financial literacy curriculum needs. Breakfast and lunch plus educational materials for teachers and students is included in the \$25 registration fee. Register with ESC 1: Workshop #64684, www.esc1.net/staffdevelopment.

Financial Literacy Training: Getting an Auto Loan

December 7, 1:00 pm

This FREE webinar is presented by the Consumer Financial Protection Bureau. Whether you're a first time borrower or a pro, getting an auto loan can be complicated. Learn how to prepare so

you can save money, reduce stress, and get the auto loan that's right for you. Visit www.txla.org/CE to register

The Real Deal: Getting Past Misconceptions, Rumors, and Fake News about Tocker Foundation Grants

December 12, 10:00 am

This FREE webinar is presented by Darryl Tocker and Karin Gerstenhaber. Every year the Tocker Foundation distributes thousands of dollars in grants to small community libraries. Get the facts about the grants, application processes, and reporting requirements so that you can help support your small town or rural library in the quest for funds. Visit www.txla.org/CE to register.

How to Apply for Texas Book Festival Collection Enhancement Grants

December 14, 2:00 - 3:00 pm

In this FREE webinar, Lea Bogner and Sarah Northam explain how to apply for the TBF Collection Enhancement Grant - categories, application, deadlines, and tips for success!

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