

# TexasLibraryJournal

VOLUME 93, NUMBER 2 • SUMMER 2017

## EXPANDING HORIZONS

In this Issue: Building The Foundry,  
Joint-Use Libraries in Texas,  
A Conversation with  
Chelsea Clinton,  
TLA Awards,  
and more

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## NEW FROM TEXAS

### The Texanist

*Fine Advice on Living in Texas*

By David Courtney and Jack Unruh



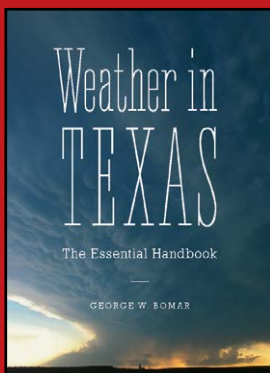
The first collection of acclaimed illustrator Jack Unruh's work, this book gathers the best of the illustrations he created for *The Texanist*, *Texas Monthly's* back-page column, along with the serious and not-so-serious questions that inspired them.

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

### Weather in Texas

*The Essential Handbook*

By George W. Bomar



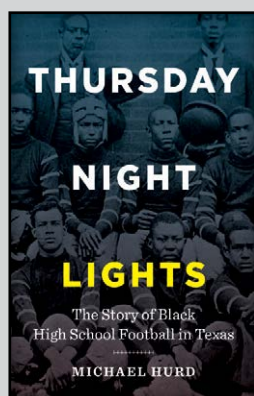
Filled with fascinating stories and statistics, this is the essential guide for understanding all of Texas's weather phenomena, including climate change, and staying safe during hurricanes, tornadoes, flash floods, winter storms, and heat waves.

304 pages | 8 x 10 | 107 photos  
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### 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.

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### Marfa

*The Transformation of a West Texas Town*

By Kathleen Shafer



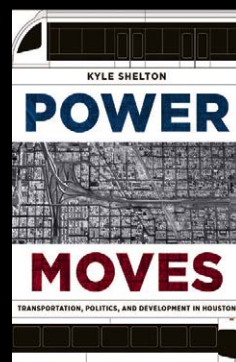
This inviting book explores how small-town Marfa, Texas, has become a landmark arts destination and tourist attraction, despite—and because of—its remote location in the immense Chihuahuan desert.

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### Power Moves

*Transportation, Politics, and Development in Houston*

By Kyle Shelton



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*Journal Staff*

Editor Wendy Woodland  
 Assistant Editor Sara Ortiz  
 Layout/Graphics Mary Ann Emerson  
 Advertising Manager Kasey Hyde  
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COVER: Student attendee and Clint Swain, student tech, at The Foundry Grand Opening  
 Photo by Lawrence Peart courtesy of the University of Texas Libraries.

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# Making Positive Changes in the Community

I confess, I did not become a librarian because I love to read. The truth is I chose librarianship because I thought this career could provide the knowledge and skills that would help me get a decent paying job. It didn't matter whether I worked in a library or elsewhere, as long as I had the right skills to pursue my interests in research, organization, technology, and writing. My goal was to build my skills and competencies, and after three decades in LIS education, I still believe in lifelong learning.

**My vision is for our profession to have the best, highly skilled, and most competent librarians who are deeply embedded and engaged in the community.**

When 96% of the funding for all public libraries in Texas comes from government budgets, our success or failure is almost exclusively reliant upon our relationship with the community, regardless of the type of library.

Libraries are a necessity, not a luxury. We want our community to know that libraries are worth their public tax investment, to assume that every school deserves a highly qualified certified librarian, and to appreciate the importance of the services provided. We want the community to loudly and affirmatively recognize the work of librarians without our prompting.

To get there, however, we must overcome the public perception that libraries are merely nice to have.

The best indicator for how visible we are is to hear the word "librarian" spoken loudly and affirmatively in every university strategic planning meeting, every school board hearing, every



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community development brainstorming session, and every discussion on innovative urban technology renewal projects.

Over the three decades of my career in LIS education, I have taught courses, mentored students, worked with employers many of whom hired our graduates, partnered with libraries, and served as an officer or on committees of professional associations. The one thing that I love doing is volunteering with community nonprofit agencies. For example, I serve on the board of a local nonprofit agency, co-chair a nonprofit community needs assessment project, and design curriculum for nonprofit leadership development programs. I cannot tell you how many times I sit in a community meeting, listening to a speaker and wondering:

*How come he didn't ask a librarian?*

*Why did she not mention that the librarian helped her with her research?*

*How can the libraries be included on this community coalition to achieve the strongest collective impact?*

I am convinced that our work as librarians is most meaningful when others see us as active, integral participants in the community.

Librarians have unique professional skills and competencies. We are at the forefront of technology innovation. We have superior research skills. We have deep passion to help children succeed at school, to teach senior citizens technology to stay connected, and to provide resume workshops for individuals applying for jobs. Let's lean into the heartbeat of the community and make showcasing our values and raising our visibility in the community a priority.

Ultimately, we must build sustained relationships with our stakeholders, and embrace multiple perspectives and diverse frames of references to represent the faces of our community. We must be savvy in research and assessment to prove our value as librarians. We must speak the language of the community, be it a school, a college campus, or a neighborhood. And we must strive, with all our hearts, to deliver what T. Scott Gross calls "positively outrageous service\*" to our community at all times.

It's time we act as the most valuable members of our community and demonstrate that our professional skills and competencies are essential assets for our community to thrive and succeed.

\* Gross, T. S. (2016). *Positively Outrageous Service: How to delight and astound your customers and win them for life* (3rd ed.). New York: Allworth Press. ★

**Librarians use information and technologies to facilitate positive changes in the community.**



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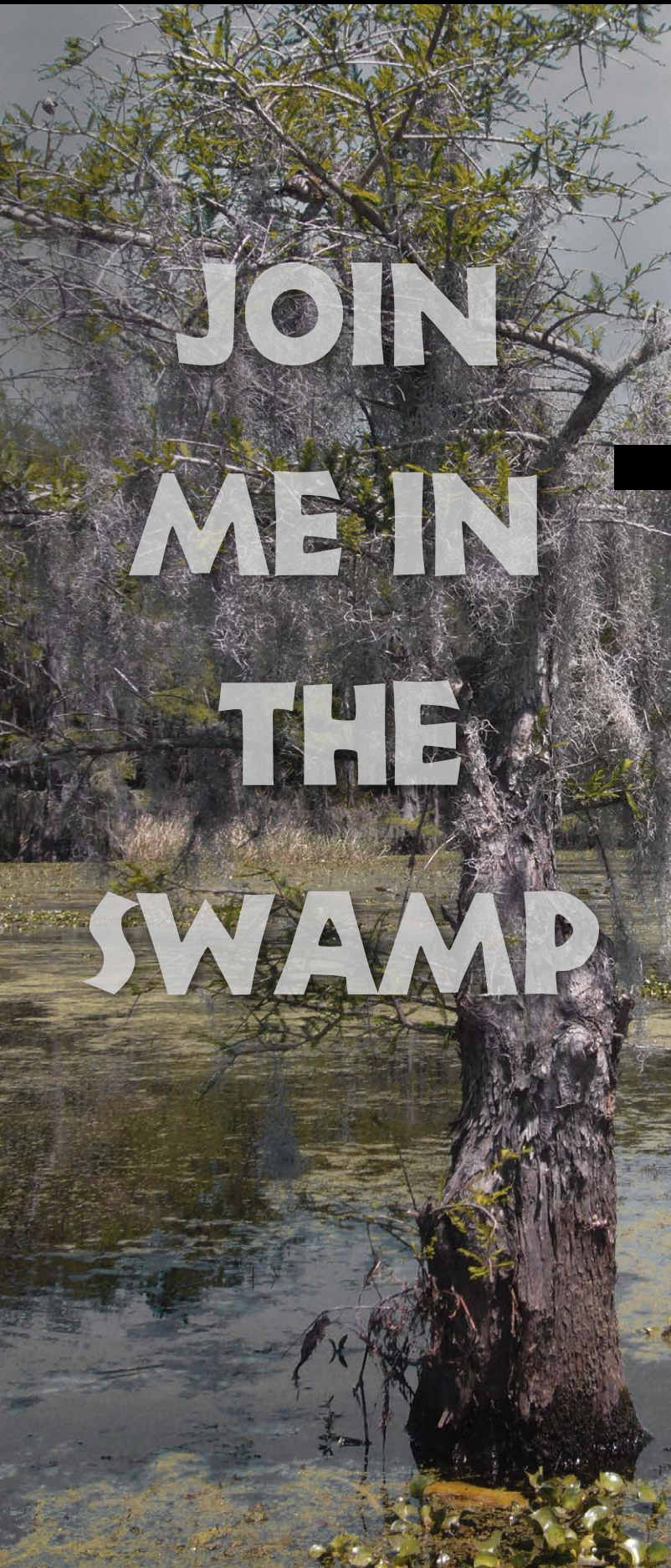
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I'm not a political junkie; I am, however, a bit of a policy wonk. I am fascinated by how public policies are developed and how they impact our everyday lives. I want to understand where others who don't share my views are coming from. I want to find common ground and a compromise solution. I want to make a positive difference where I can.

Every policy, regulation, rule or law – no matter how simple or complex – is shaped by the beliefs, motivations, prejudices, opinions, passions, brilliance, ignorance, priorities, and creativity of many individuals. In a perfect world, people would come together in a collaborative, civil way and develop policies that benefit the community.

**This is not a perfect world.**

Across the ideological spectrum, politics, power, and ego reign supreme. Compromise and collaboration are viewed as weaknesses. Those with different opinions are viewed at best as ignorant and misguided, and at worst, as untrustworthy liars.

The 24-7 barrage of speculation, accusation, 'alternative' facts and 'fake' news is exhausting and demoralizing. Civil discourse has vanished and extremism is the norm. An open mind and a willingness to see other points of view and perhaps even change your opinion is not an option. Winning at any cost is the ultimate goal.

Any sane person would stay as far away from this toxic swamp as possible! But here I am waist deep in the muck, asking you to join me. *Why* you ask? Because as Emily Ellsworth stated, "A more engaged constituency always leads to more compromise and conversation. When we only allow those in the extremes to dictate conversations, we grow further apart." (*Call the Halls: Contacting Your Representative the Smart Way*, 2016)

The library community isn't a monolith. It is made up of thousands of people with differing beliefs, strongly held opinions, and varied political allegiances. However, our library community also shares many values: passion for education, commitment to making a difference in our local communities and organizations, and willingness to listen and learn.

We must not allow disgust with the current state of affairs to paralyze or silence us. In fact, it is more important than ever that we speak up. Libraries are essential to our democracy, and we can't simply cross our fingers and hope that all will be well. In today's political reality, no issue is too small to become the focus of some agenda.

So grab a pair of hip waders and come on into the swamp with me! We will wade through together, step by small step, and I trust you'll pull me up if I get stuck. I promise to do the same for you. 🌟

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From left: Vice-Provost and Director of UT Libraries, Dr. Lorraine Haricombe; UT Provost Maurie McInnis; College of Fine Arts Dean Doug Dempster  
Photos by Lawrence Peart courtesy of the University of Texas Libraries.

# Building The Foundry

BY AMBER WELCH

Libraries have long been “third places” for community groups, students (both young and old), immigrants, national and international visitors, and members of the local community. At their best, libraries provide patrons with safe spaces to engage with the written word, new technologies, new ideas, and new ways of thinking. Libraries expand the horizon of possibility in ways that are both emerging, and traditional. Library spaces are being transformed to include tinkering labs, community kitchens, makerspaces, and virtual reality rooms, all of which exist alongside books, newspapers, computers, and reference desks. These new ecosystems are ripe with the potential to connect people and create new communities.

As library administrators and staff consider what the new horizon will look like for patrons, it is important that we make that horizon accessible. When considering what an accessible horizon looks like in the context of emerging technologies, we should be mindful of our role as intermediaries and translators. Much like learning a new language, engaging with emerging technologies can be daunting. Without a framework for how to utilize or engage with new technologies in productive and enriching ways, our patrons could easily

---

**makerspaces are  
just one example  
of how libraries are  
rethinking their role**

---

be discouraged, or worse, feel isolated in their learning endeavors. We can encourage and support patrons in their exploration by providing thoughtful programming, workshops and tours of our spaces, and by emphasizing jargon-free explanations of new technologies and their application in the real world. By providing an accessible framework for how to think about oneself in the context of emerging, technology-rich environments, we can empower patrons to move toward new horizons with confidence.

Libraries are the go-to place for knowledge-seekers looking to sharpen their intellectual capacity and understanding of everything from boolean logic to gardening in Texas soil.

They provide books on the arts, and on creative practices like knitting, cooking, and photography, so why not provide a larger technical infrastructure that will enable patrons to integrate traditional creative practices with technology? Why not provide patrons with the tools and skills they need to move into new realms of possibility via the practice of making and making alongside others? While creativity may come naturally for a large portion of the population, it isn't necessarily a skill that is mastered overnight. Like many





In 2014, the Libraries applied for a Longhorn Innovation Fund for Technology (LIFT) Grant and an Institute of Museum & Library Services (IMLS) grant. Neither of these applications was successful.

However, even before funding was secured for the makerspace, the Libraries decided to move forward with a project to build a recording studio in the Fine Arts Library. In spring of 2015, the Libraries participated in the second round of the university's project fundraising tool *Hornraiser* — a new crowdfunding operation launched by the university development office — which netted over \$15,000 for the studio, and served as a kind of proof of intention to create a larger creative space.

In 2015, the university's College of Fine Arts (COFA) launched a new program, the Center for Arts and Entertainment Technologies (CAET) which provided additional purpose and created a partnership for the development of the space. The Libraries coordinated fundraising efforts with COFA and the Provost's office with the expressed purpose of collaborating with CAET to build tools and services in support of the program. A proposal to the Hearst Foundations was rewarded with \$200,000 in grant monies to create a makerspace that would be available to anyone on campus, regardless of major or departmental affiliation.

To supplement the Hearst Foundations grant award, COFA and the provost provided additional funding to support the Fine Arts Library renovation, the purchase of makerspace technologies, and staffing for the new space. Two key positions were established to support the program and new functionality in the library. The arts & creative technologies

skills, creativity takes patience, practice, and a good support community. With many communities losing access to arts funding it is an opportune time for libraries to consider playing a role in the creative lives of citizens, and makerspaces are just one example of how libraries are rethinking their role.

### A Brief History of The Foundry

The University of Texas Libraries' exploration of makerspaces began in 2013 under the oversight of the former head of the Fine Arts Library, Laura Schwartz. During this time, a Special Interest Group (SIG) was charged with researching makerspace technologies within the scope of academic libraries. The group's findings provided insight into what services are typically made available through these spaces. Following this period of exploration, the Libraries began to pursue funding from outside sources in order to renovate existing library spaces to accommodate new technologies.



librarian is responsible for day to day operations and provides support to faculty across campus in order to integrate The Foundry into the curriculum, and the media support technician provides support for the equipment and facilities.

With staffing and funding largely secured, the Libraries worked with designer Harmony Edwards (Edwards + Mulhausen) to seek input from campus stakeholders; faculty, staff, and students were invited to provide feedback during design charrettes and focus groups. These discussions allowed the Libraries to better understand how faculty and students envisioned a makerspace, how they might engage with the technology in that space, and if they were currently using makerspace technology in their personal or professional work.

By early 2016, Libraries staff purchased multiple 3D printers, technology for a video wall, top-of-the-line Mac Pros, Bernina sewing machines, a 3D scanner, a large format printer/cutter, two mills, a laser cutter, and an array of additional tools based on feedback from earlier stakeholder conversations. This technology, combined with the high-end audio equipment that would reside in the recording studio, formed the foundation of what was to be known as "The Foundry."

Construction took place at a fevered pace over the summer of 2016. In early September, The Foundry's impressive grand opening was celebrated with overflow crowds from the campus community and beyond.

After the initial success of the launch and praise for the exceptional results had subsided, the difficult work of developing processes and a structure for use of The Foundry began in earnest. The following months were considered a rollout period and involved developing an assessment plan, workflows for equipment certification and use, bringing equipment online, and developing learning materials that would support student and faculty engagement with the space.

As of May 2017, The Foundry is almost fully operational.

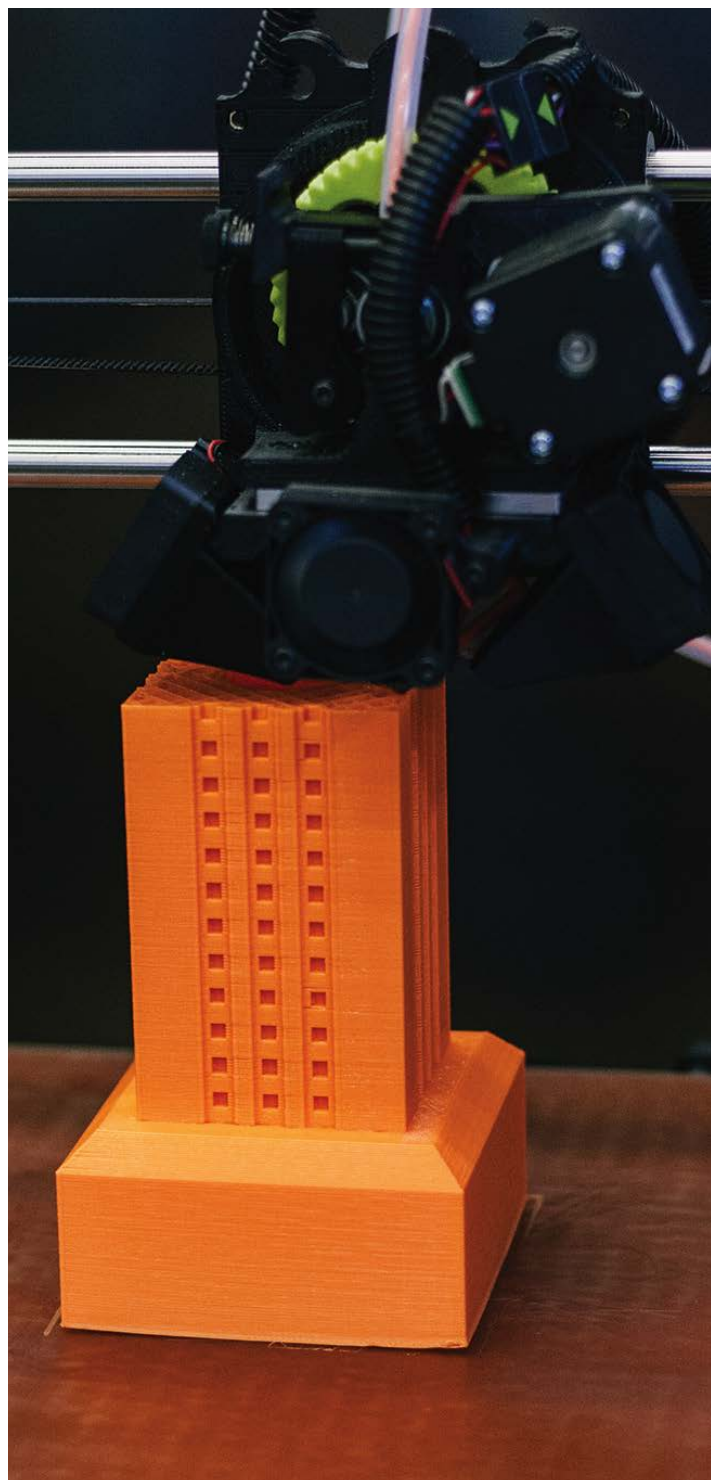
## Lessons Learned

There is always a learning process involved in doing something for the first time, and it was no different building a creative space full of machines in the middle of a library originally designed for quiet reflection and housing books. Here are a few bits of practical advice to keep in mind.

When bringing a makerspace online, it is important to develop effective and productive working relationships with campus departments. At The University of Texas at Austin, the Office of Environmental Health & Safety is responsible for oversight of campus facilities. This group is charged with developing safety training procedures for labs and shops across campus. New technology-rich spaces like The Foundry present a challenge when developing safety protocols. Makerspaces aren't necessarily as dangerous as a wood shop with a large table saw, but the spaces do present safety challenges, and therefore need to have sufficient safety training procedures in place. Negotiating the terms of these procedures with institutional partners is a key component of a

successful launch, and the time involved in this should not be underestimated. When considering a makerspace for a school, college, or university, relevant campus safety services should participate in planning conversations from the project's initiation. Experts can advise on compliance requirements, and may even work directly with principals to develop safety procedures that are customized to the proposed space.

Aside from ensuring that patrons are safe, administrative procedures and workflows need to be addressed. Depending upon campus size, seemingly small workflows could potentially take longer than expected to develop. Will patrons be paying for their 3D prints? Which pieces of equipment





warrant safety certification, and which can be made freely available without training? Who should be teaching the certification classes? How long should a patron be able to use a piece of equipment? All of these questions help inform the workflow development and will help inform the character and value of the makerspace.

Prioritizing the development of an assessment plan or, at a minimum a mission statement, will present the vision for a makerspace and allow progress towards that vision to be monitored in measurable increments. Makerspace technology can be intimidating to many students and faculty. Foundry staff are addressing this concern through the assessment plan and by closely monitoring how welcome patrons feel in the space. Surveys are a great tool to better understand how patrons are engaging with spaces, services, and technical resources, and, in the case of The Foundry, assist in monitoring progress towards creating a welcoming space. Survey data can and should inform planning discussions and can assist administrators in demonstrating an operational commitment to the mission.

Looking ahead to the next year, The Foundry will cross-reference data from multiple sources in order to refine existing workflows and accommodate growing interest from faculty across campus. Increasing the number of strategic partnerships will hopefully open the door to interdisciplinary use of the space, with faculty from multiple departments

partnering to teach workshops or courses that use Foundry resources. Additional funding and staffing will inevitably need to be pursued in order to accommodate these demands.

Even though The Foundry is in its infancy, it has generated enormous excitement across campus. Potential partners are continuously connecting with Foundry staff to discuss their ideas for collaborative use of the space. Faculty, staff, and students are demonstrating a vested interest in the space by submitting requests for new technology and services, and by sending positive words of encouragement, along with articles about makerspace projects that are inspiring to them. This type of excitement and willingness to stay engaged with a space can be difficult to find on large research university campuses, where competition for internal and external funding can be fierce. If the excitement, enthusiasm, and generosity of the campus community aren't evidence of the value of a makerspace, then what is? When thinking about creating new communities, the final product may be less important than the process used to get there. Breaking down departmental and organizational barriers is not for the faint of heart, but with a willingness to collaborate and tackle challenges alongside one another, it can be done. 🌟

Amber Welch is head of Technology Enhanced Learning at the University of Texas Libraries.

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# The Living Room of Learning: Joint-Use Libraries in Texas

BY SUSAN CASSTEVENS

A joint use school/public library is like a living room in a multi-generational family home, bringing together all ages from toddlers to retirees. During a typical week in a joint-use library in Texas, preschoolers gather in eager anticipation for story time — seated in a semicircle, their bright upturned faces burst into laughter while listening to Ladybug Girl's latest predicament or hearing *Pete the Cat* optimistically remind us that, "It's all good." Proving that it is never too late to learn, senior library patrons sit at desktop computers. Their class focuses on mastering basic computer skills necessary to adapt in our ever-changing digital world. Students and faculty from the local school come and go, gravitating to the library to check out material, use the Internet, or just visit with friends and browse their electronic devices. In a combined library, grandparents share sitting areas with teens studying or playing card games while adults fill out job applications online. In this living room of learning, there is space for all and everyone is welcome.

Joint-use libraries are most often public libraries combined with school library media centers. They have existed in the United States and internationally for more than a century. A joint-use library is defined as "a library in which two or more distinct library service providers serve their client groups in the same building, based on an agreement that specifies the relationship between the providers (Bundy, 2003)."

While professional opinions from scholarly articles and books alternately support and criticize elements of dual use libraries, research suggests certain critical success factors for combined library services:

- A formal joint use agreement
- One library director responsible for both school and public library services
- Stakeholder support from all community and school governing agencies
- Convenient location for all library users

- Adequate staffing and hours to meet unique community and school needs
- No restriction on collection access for any user group
- Membership in a larger library network

In Texas, joint-use school/public libraries:

- Serve populations of 300-43,000
- Hold collections of 8,800-45,000 items
- Circulate 800-100,000 items annually
- Usually serve as the community's only public library

Although there are no specific library standards by which to measure quality service in joint-use libraries in Texas, a 2016 Delphi study conducted as part of this author's dissertation combined existing Texas Public Library Standards, Texas School Library Standards, and accreditation requirements for public libraries (Texas Administration Code, 2015) to develop a checklist to quantitatively assess the quality of joint-use library services.

## The Delphi Study

Three research questions were addressed using the Delphi research methodology:

- 1 Can the current separate Texas library standards be adapted to create suggested standards for joint-use libraries?
- 2 What specific joint-use library standards would the library expert panel recommend?
- 3 Can the proposed joint-use library standards result in a checklist that will help libraries measure effective library service?

Twenty-nine national and international library experts served as panel members during the study to propose a list of potential joint-use library standards. After reviewing the proposed



standards, 42 items reached a level of statistical consensus. The library experts identified the following categories for which there should be joint-use library standards:

- Leadership and Administration
- Library Circulation
- Library Environment
- Finance Questions
- Public Relations
- Technology
- Personnel
- State Accreditation Requirements
- Teaching and Learning
- Information Science and Librarianship

These suggested standards are the basis for the Joint-Use Library Checklist for School/Public Libraries.

## The Joint-Use Library Checklist

The library director of a combined school/public library can use the checklist as a scorecard to determine if the joint-use library is serving the school and public population according to correlated school and public library standards. The checklist point value system was adapted from a 2012 Delphi Study in which a numeric scorecard was developed to assess mental health preparedness for colleges and universities. In addition to the categories for which there should be joint-use library standards, the library expert panel members offered additional guidance for suggested joint-use library standards, including:

- Access to materials in joint-use libraries should comply with state laws for protection of children.
- Accommodations should be made for smaller joint-use libraries with limited resources to meet standards.
- No joint-use library will succeed if administrators separate school concerns from public issues. Staff, hours, and funds must be united.
- Information access for adult patrons should not be limited by Internet filters designed for students.
- Instructional space for students should remain free from interruption by public patrons.
- If there is no community access during the school day, it is not truly a joint library facility.
- If there is only one librarian, he or she should be a certified school librarian with teaching skills.

## Conclusion

Public libraries provide educational resources to a community. Strong school library programs increase student achievement. In 2005, Mary Lankford's joint-use library report for the Texas State Library emphasized that quality of life improved for people with access to a school/public facility. Joint-use libraries are challenged with the unique opportunity to serve more than one client population, and may be better suited than

stand-alone libraries, especially in rural areas, to meet current economic and community educational needs.

The 24 joint-use school/public libraries in Texas continually redefine their services to remain relevant to the rapidly changing information needs of students, faculty, and public library patrons. This challenge verifies the need for joint-use library standards to measure quality service. Although the missions of school and public libraries may differ, with stakeholder commitment to the idea of a shared library, the educational needs of a school and community may be met with a joint-use library that serves as the center of lifelong learning for library visitors of all ages.

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Susan Casstevens is a doctoral research and reference librarian at Dallas Baptist University.



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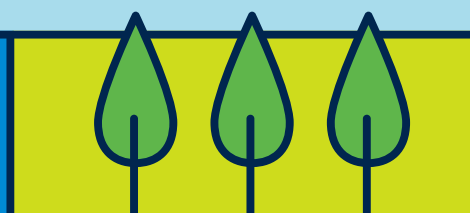
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■ The Symposium **integrates and builds on the Midwinter Meeting's** popular ALA Masters Series, News You Can Use updates, and Ignite Sessions, which highlight innovations and advances in libraries.

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Sponsored by ALA's Center for the Future of Libraries, the Symposium considers the near-term trends already inspiring innovation in libraries and the longer-term trends that will help us adapt to the needs of our communities.

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Registration for the 2018 Midwinter Meeting opens September 13th at noon (Central).

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# Managing Your Mind:

BY LEE HILYER

## Relax, Reignite, and Recharge Your Willpower

*“You know, it was at a point where I couldn’t think. I always felt out of control. I always knew I had stuff to do. You can’t read a book and enjoy yourself because in the back of your mind, you feel like, ‘I should go through all these emails I have.’ You’re never really at rest.”*

If this quote from comedian Drew Carey resonates, you aren’t alone. We’re all stressed out, have too much to accomplish in not enough time, and our unending curiosity keeps us constantly searching for new information. Fortunately, researchers learn more and more each year about how our minds work, leading to the development of strategies we can adopt to sharpen and improve our own mental processes and well-being.

Strengthen your mind and make it more efficient; improve mental focus on tasks and projects; and relax your mind using these techniques. They will help you conserve and better manage your willpower which has been identified as one of the two traits essential to success.

“When psychologists isolate the personal qualities that predict ‘positive outcomes’ in life, they consistently find two traits: intelligence and self-control (also known as exercising willpower).” (Baumeister & Tierney 2012)

We can thank the Victorians for giving us the term “willpower,” the mental energy we expend each day on controlling our thoughts and emotions, managing our impulses and controlling our performance (focusing our attention and energy on the task at-hand). Think of willpower as a muscle used to perform infinitely varied tasks, each activity using energy. Eventually, the muscles will run out of energy making it difficult to complete tasks.

The same rules that apply to muscles apply to willpower. You have a finite amount of willpower that becomes depleted as it is used. The same stock of willpower is used for all manner of tasks.

Managing each thought and emotion, resisting temptations (like the donuts in the break room), and stress all consume willpower. Even enjoyable activities such as shopping expend willpower. When the current supply of willpower is used up, the brain [temporarily] shifts activity from one part of the brain to another. Until willpower is recharged, the ability to control emotions is diminished, focus may be poor, and complex decision-making may be more difficult. When willpower is low you are less willing to make compromises. Unfortunately, there are no clear signs to indicate when willpower is depleted and needs recharging, but there are tools that can be used to manage willpower and to focus it on important priorities.

### Strengthening Your Mind

Willpower is best restored through a good night’s sleep and a healthy diet. In addition to sleeping and eating well, writing things down, whether in a notebook or on a device, helps you to remember the things you want to get done. (Thompson, Clive 2013 and Slamecka & Graf 1978) Don’t underestimate the simple power of putting that thought down on the closest sticky note. In addition to helping identify and organize tasks, taking the time to write that persistent thought down will help squelch the Zeigarnik effect, the annoying tendency of incomplete tasks or unmet goals to pop into one’s mind. The fact that you are out of laundry detergent may nag at you during the day until you’ve written it down on a list (or until you’ve purchased some). The simple act of writing it down will ‘clear’ it from your mind so you can focus on other activities. If you’re already a note taking pro and want to explore something new, try sketch noting, an easy-to-learn method for substituting pictures for words and creating visual notes. It’s a creative approach to note taking that some find especially useful in capturing the ideas presented during conference sessions.

Maximize willpower by improving your decision-making process. Decision-making requires willpower to analyze and weigh options, make choices and respond to the consequences of those choices. Every decision, from what size coffee at Starbucks to selecting a book vendor is a decision fueled by willpower. Authors Chip and Dan Heath provide a wealth of tips and ideas in their book ***Decisive: How to Make Better Choices in Life and Work***. Their “WRAP” protocol guides users to techniques for avoiding common pitfalls of decision-making. (Heath C. & Heath, D. 2013) For example:

- When weighing two seemingly opposite options, ask yourself: “Can I do this AND that?” Can the options be adjusted to allow for both? Simply asking this question may yield additional options you hadn’t yet considered.
- Are you seeking out only self-serving information? When buying a product, are you looking at only good reviews?



Looking for contrary information can help you make a stronger and more-informed decision.

- Struggling with a personal decision? Ask yourself: "What would I tell my best friend to do in this situation?" Taking a more objective view of the situation helps reduce the influence of fleeting, short-term emotions.
- About to start a team project at work? Conduct a "pre-mortem." A pre-mortem assumes failure - anticipating problems up front can help identify obstacles and inform team decisions. Consider also a "pre-parade." Assuming success of your project, will your staff and resources be ready when the project launches?

## Focusing Your Mind

Willpower is also used for maintaining focus on a task. Many of us have trouble giving our undivided attention to a task. Numerous activities and distractions constantly compete for our attention. The Pomodoro Technique for time management is useful for helping to focus for longer periods of time.

Divide work into chunks of 20 – 30 minutes, followed by a 5 minute break. Fifteen minute breaks are scheduled two hours or so. Simply set a timer and begin work and **only** work on that project or task during that time. Note any distracting off-task thoughts as they occur, then refocus on your task. When time is up, take a short break remembering to get up out of your chair and move around.

The Pomodoro technique is also useful in determining the time it takes to complete a project. If, for example, you must provide a detailed quarterly report to your library board, using the technique to measure how much time it takes will help you allocate the necessary time to complete the report in the future.

## Relaxing Your Mind

After a long day expending willpower resisting temptations, making decisions, and focusing on tasks — taking some steps to relax your mind will help to reduce stress and begin to replenish your willpower.

Personally, one thing that prevents me from relaxing is rumination: "...repetitive thoughts that are largely involuntary and not especially pleasant." For example, if I have let my frustration show in a sharply worded email or behaved poorly in a tense meeting, I often review that experience repeatedly for several hours afterward. An easy and effective way to break the loop and free up some willpower is the Two-Letter Trick from Jane McGonigal's *SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver, and more Resilient* (2015)

Take two letters (ex., P and E) and think of words that contain both letters such as help, people and write down as many words as you can in 60 seconds. An alternative is to think of two words, each beginning with one of the letters such as pig, elephant, purple and elevator.

This trick works because it draws cognitive resources away from the infinite loop of thoughts and helps reset your attention.

Being able to meditate, even if only for a few minutes, is also a helpful skill. Research is beginning to confirm that our mental well-being can benefit from regular meditation. After an eight-week meditation course, regions of participants' brains associated with stress actually shrank while gray matter in areas of the brain associated with self-awareness and compassion increased in size. (Harris, Dan 2014)

If you're not ready to dive into meditation yet try this simple in for four and out for eight breathing technique to reduce stress. For the next sixty seconds, sit comfortably and breathe in for a count of four, then slowly exhale for a count of eight. "Just by changing how you breathe for one minute, you can shift your entire nervous system from a stressful state to a highly relaxed one." (McGonigal)

Practicing meditation (or at least mindful breathing), managing time and focus, and employing decision-making tools are only three approaches to managing your willpower and improving your mental well-being. They are techniques that can be incorporated into your daily life or applied to specific situations when the need arises. Your goal is not overnight drastic improvement but rather "...small but consistent improvements in the way you make decisions," in your time and focus management, and in how you relax and recharge your willpower.

In the words of the immortal Dr. Frasier Crane, let me wish you "good mental health"!

Lee Hilyer is head of information and access services  
at the University of Houston Libraries.

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# POWERED LIBRARIES YEAR TWO

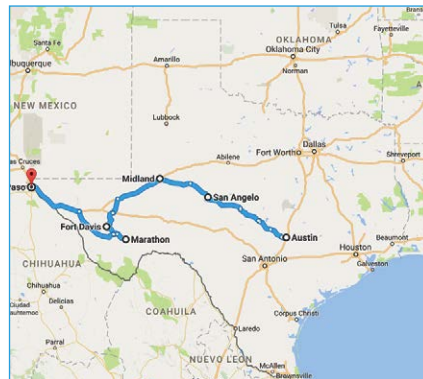
## A TEXAS LIBRARY ASSOCIATION INITIATIVE

Last year libraries across the state hosted over 300 creative programs for **Power Up at Your Library Day**. More than 30,000 library users, librarians, library staff, stakeholders, and dignitaries participated in the festivities. The Texas Library Association (TLA) PR & Marketing committee produced marketing materials, a comprehensive toolkit, a webinar, and a unique website with resources to assist librarians in planning their events. These tools solidified communication with media, community partners, and fundraising entities, helping ensure that libraries received the support they needed to maintain and expand services in their communities.

The *Powered Libraries Year One Report*, covering April 1, 2016 - March 31, 2017, offers an overview of the campaign's first year with a focus on stories, analytics, and a look at 2017 goals and activities. It is available at [poweredlibraries.org](http://poweredlibraries.org).

Year two of Powered Libraries kicked off in April at the 2017 TLA Annual Conference. This year, strategies to increase outreach and involvement with Texas libraries include:

- Introducing the Power Up Award, a new TLA Branding Iron Award category specifically targeted to events hosted during Power Up at Your Library Week;
- Expanding Power Up celebrations statewide, what started as a one-day event is now a week-long occurrence;
- Presenting the Power Prize Pack giveaway, which featured a 3D PolyPrinter and staff training, a \$5,000 value; and
- Touring Powered Libraries in West Texas, with stops in San Angelo, Midland, Fort Davis, Marathon, and El Paso.



### Power Up at Your Library Week October 1–7

At the close of Annual Conference, over 325 people had pledged to participate in Power Up at Your Library Week via social media, using the #poweredlibraries hashtag. In July, the Powered Libraries team heads west to visit five cities and six libraries in five days. Everyone is invited to follow along on the road trip via social media ([PoweredLibraries](https://www.facebook.com/PoweredLibraries) or [@poweredlibrary](https://www.instagram.com/powereditory)) or in person at the official Powered Libraries stops, July 12 – 17.

#### Wednesday, July 12 | STEAM Central at Tom Green County Library | San Angelo, TX

The Tom Green County Library received a \$75,000 grant from the Institute of Museum and Library Services, awarded by the Texas State Library and Archives Commission. Funds from this grant fueled the creativity behind STEAM Central,

a state-of-the-art maker space located in the basement of the Stephens Central Library. Library staff partner with local organizations, area colleges and invested advocates to bring innovative programming and projects to this hub of community connection. We'll visit with Clint Hudson, STEAM Central's "Maker in Residence," to learn more about how forging partnerships with local advocates has empowered the programming at Stephens Library.

#### Thursday, July 13 | Midland Public Library Knitting and Adult Coloring Groups | Midland, TX

Midland Public Library is recognized for its efforts to offer visitors a visionary version of what a library of the future can offer. Cutting edge technology plugged into an engaging environment space offers libraries across Texas and the country an example of the library as an exciting destination supporting civic engagement, economic development and lifelong learning and discovery. For those looking to unplug, Midland Public Library also offers a variety of ways community members can sync-up through a number of old-school pastimes,

including a knitting group and adult coloring sessions. These close knit and colorful cliques provide a welcome repose from the stresses of a screen-filled, Wi-Fi world and offer their patrons a chance to truly connect — no password required.

#### Friday, July 14 | University of Texas McDonald Observatory Library | Ft. Davis, TX

The McDonald Observatory Library is located in the base of the Otto Struve dome, home of the 82-inch telescope perched high over Fort Davis. This unique library location serves the staff of the observatory, visiting astronomers and members of the Department of Astronomy at the University of Texas. Star-gazing students and select researchers have access a variety of print and online resources focused mainly on astronomy and related fields. Highlights from the collection include hand drawn maps of constellations, planets and other celestial celebrities and historic images from the construction of the observatory that are truly out of this world.

#### Saturday, July 15 | Marathon Public Library, Big Ideas from a Small Library | Marathon, TX

Nestled in one of the last outposts before Big Bend country you will find a small library with some BIG ideas. Library Director Elizabeth Holt oversees the carefully curated collection at this cozy 720 sq. foot branch. In addition to the onsite physical collection of books, magazines, and other circulating items (including a set of cake pans patrons can borrow to bake their



next mouthwatering masterpiece), patrons also have access to more than 80,000 digital eBooks. Somehow Holt finds the space to host tinkering workshops, local history nights, book clubs, 3D printing sessions, yoga classes, and more in the friendly confines of her pint-sized public library. Marathon Public Library is smack dab in the middle of one of the darkest and starriest skies in the nation. When the sun goes down Holt enlists the help of local astronomy buffs to set up telescopes for hands-on training in astro-photography as they party with the planets.

**Monday July 17 | El Paso Public Library “Sow. Grow. RepEat. Seed Library” | El Paso, TX**

Out in the west Texas town of El Paso, green-thumbed patrons can get back to their roots at the Sow. Grow. RepEat. Seed Library. Seed libraries are places that share or lend seeds. Urban farmers can “check-out” seeds to grow themselves and return seeds to the library once they have harvested the fruits ( and vegetables) of their labor to share with others. The program provides an alternative to genetically modified seeds, increase biodiversity and plant resilience, and reconnects El Paso

## POWER UP WEEK GAME PLAN

Power Up at Your Library Week (Power Up Week), October 1-7, is a time to celebrate libraries and librarians and to promote library use and support. Each day during the week, TLA will support local efforts with social media giveaways and videos featuring various libraries around Texas. Choose one or choose all. Customize your participation to fit your library. All types of libraries – academic, public, school, and special – can participate. Register and share your plans with us at [www.poweredlibraries.org](http://www.poweredlibraries.org).

### Celebrations during Power Up at Your Library Week include:

**Pre-game Sunday | October 1**

A day for libraries and librarians to share photos or posts about how they are preparing for Power Up Week.

**Advocacy Monday | October 2**

A day for stakeholders, administration, and dignitaries to demonstrate support toward libraries and librarians – e.g. regional and local proclamations, school and campus announcements, posters, etc

**Tinkering Tuesday | October 3**

A day highlighting technology, tinkering, and maker spaces – whether it’s robotics, 3D printing, computers, laptops, or mobile devices.

**Web Widget Wednesday | October 4**

A day featuring all things web related (virtual scavenger hunts, escape rooms, surveys, eBooks, audiobooks via Overdrive, databases, Zinio books & magazines, etc.) in the library.

residents with their food systems. The library offers classes and partners with the Texas A&M AgriLife Extension El Paso Master Gardeners to share best practices and time-tested tricks to ensure a successful harvest for even the brownest of thumbs.

**Monday July 17 | UT El Paso Image Collections | El Paso, TX**

The University of Texas El Paso provides innovative services, programs, and resources that support the schools mission of education, research, scholarship, and community service. The library provides access to a range of print and electronic information resources that meet the unique needs of its users in its multicultural university community and the U.S.–Mexico border region. The C. L. Sonnichsen Special Collections Department is home to the Chicano Collection, the Judaica Collection, the S. L. A. Marshall Military History Collection, the Southwest and Border Studies Collection, as well as collections of art and rare books. These special collections help to paint a colorful portrait of the people that call the El Paso region home.



**Powerful Partnership Thursday | October 5**

A day celebrating partnerships with organizations, associations, groups, cultures, and storytellers in our community (e.g. authors, Veterans’ groups, dance troops, architecture groups, scientists, heritage and multicultural organizations, literacy organizations).

**Innovative Impact Friday | October 6**

A day demonstrating how libraries impact communities (campus, city, neighborhood, school, town) through both subtle and dynamic strategies. (e.g. Bookmobiles, homeless outreach, working with underserved populations, improving literacy, book displays on campus and in schools, etc.)

**Offline Saturday | October 7**

A day showcasing creative programming that doesn’t require much (any) electricity or technology. ⚡

# A Conversation with Chelsea Clinton



On Saturday, April 22, 2017, former first daughter Chelsea Clinton talked with the *Texas Library Journal* after delivering the closing keynote before 1,500 librarians at the 2017 Texas Library Association Annual Conference. Author and activist, Clinton's newest book titled *She Persisted: 13 American Women Who Changed the World* published by Philomel Books shares the stories of 13 diverse American women who pioneered and paved the way for women and girls in various fields – from television and activism, to politics, and more.

Clinton talked about her singular upbringing, her children and how they influence her work today, the unique role librarians play, and her two books for young readers. What remained constant throughout both her public presentation and our conversation off-stage were her compassion for young people, general thoughtfulness, and hopeful outlook.

**Sara Ortiz: If you had to select one book, what is your favorite book to read to your children?**

**Chelsea Clinton:** I'm really just grateful that Charlotte loves reading. She loves being read to, and she now reads the books that she's memorized. Whether that is *Chicka Chicka Boom Boom* or what we were talking about on stage, *The Paper Bag Princess*. It has been her persistent favorite – and even though she knows every word, she still enjoys turning every page, and we act out the story as we read it.

**Ortiz: And Aidan?**

**Clinton:** Well Aidan is ten months so at the moment he just squawks! I love reading *There's a Monster at the End of This Book* because it's just a fun book to read. Or *Mr. Brown Can Moo, Can You!* The books have lots of sounds that he really loves... Aidan also adores his big sister, so anything she wants to do or read or listen to he does, too.

**Ortiz: What book can't you wait to share with them?**

**Clinton:** Gosh, that's such a great question. I hadn't really thought about that. Because Charlotte loves, thankfully, books with strong girls – I remember when I read *Anne of Green Gables*, so I'm really excited for her to read it and at some point the whole series. I remember at one point I loved it so much when I was in elementary school.

**Ortiz: And for Aidan?**

**Clinton:** The same! I also want him to read *Anne of Green Gables*. I also want him to read females as strong characters, too. And also, I loved the Arthurian legend books when I was a kid, too. My husband just adores Harry Potter, so I know he's excited for both of our children to read Harry Potter. I also like Harry Potter, but Marc just takes his love for Harry Potter to a whole new level.

**Ortiz: In *It's Your World*, you call attention to an underrepresentation of women amid world leaders, presidents and prime ministers, and in high-level corporate jobs; and in your newest, *She Persisted*, you write, "At some point, someone probably will tell you no, will tell you to be quiet and may even tell you your dreams are impossible. Don't listen to them." While it may have not been intentional, there is a sense of overcoming, certainly optimistic and forward-looking. When writing these books, is your daughter your primary, secondary, or tertiary audience? Are you having preliminary conversations with her through your books?**

**Clinton:** Charlotte was born while I was working on *It's Your World* and was really small when I was finishing it, so certainly I feel a different engagement with the world now being a parent. And I care about everything more intensely than before, which surprised me, because I already thought I was a really engaged person – in my head, in my heart – and yet being a parent and having children in the world makes everything that much more personal. Absolutely – your question is totally true. My children absolutely are the reason and shape not only what I write, they



shape the decisions I make in my life now. The work that I choose to focus on at the [Clinton] Foundation, and my global work, I increasingly keep circling back to things that effect children and kids, and it's certainly because I'm a mom now. I think.

**Ortiz: You grew up in an extraordinary way: a daughter of a president, in the White House – an experience fundamentally different from others, with strong leaders in your life. For young people who don't have these role models, where would you tell them to look for leadership?**

**Clinton:** I absolutely have been so blessed. My parents were obvious leader, but both of my grandmothers [were role models] in a less obvious sense. My father's father died before he was born, and my grandmother was a single mom and decided that she needed to go to nursing school to be able to do what she wanted to do, but also to earn more money and take care of my dad, so she left my dad with relatives and went to school in Louisiana. Yet, my father always knew that she had made that choice for him. My grandmother created a whole world of support, love, and protection and empowerment for her children, even though that hadn't been her experience. I hope that my grandmothers, even more than my parents, are the people looking down at me and proud of me – and how I'm trying to make a difference in the world. And so for young people, who have had more experiences like that of my grandmother's than mine, I think in some ways this is now the positive side of social media. For all of the horrible cyber-bullying and meanness and viciousness, there also are now more possibilities to access more stories of young people and not-so-young people who are doing really amazing work in the world. And whether the world is defined as their school or their community or their state or country or world, I hope that young people now realize more quickly than has ever been possible in human history that they are not alone. That there are other people having similar experiences, and that what they think is right or wrong is probably something that other people are also trying to work to fix. I hope that young people see that using tools that can sometimes be seen as negative (like social media) can be a positive.

**Ortiz: In *It's Your World*, you cover some of today's most pressing problems. If you had to pick one critical area to tackle, what would you say is the most pressing problem?**

**Clinton:** I think they are all important otherwise I wouldn't have included them. I think what's more important is that young people pick what they care the most about as a starting point. Since we're talking on Earth Day, I certainly think global warming and climate change... time is a resource we don't have. If we don't make serious concerted efforts to combat global warming and climate change, then young people today will have a very different world, because of the rapid melting of ice caps, bleaching of coral reefs, and increasingly strong and violent weather patterns we are seeing. On Earth Day, what I'm particularly focused on are issues relating to global and climate change, and when I talk to younger people it's what they say that they are focused on, too.

**Ortiz: That's good to hear.**

**Clinton:** I think partly because kids can recycle and clean up. It's something they can do; whereas sometimes they may say, well, I'm really concerned about homelessness, but they don't really know what they can do about homelessness. Others are concerned about criminal justice reform or racism, but they don't quite know what they can do about that. Even though I tell them that they can do a lot by raising their voices and raising these issues inescapable to parents, grandparents, teachers, leaders – but I think it's true: they can make a difference in the decisions about the lightbulbs their parents buy or whether they can recycle.

**Ortiz: Librarians also serve as educators. We're committed to helping children – for instance, introducing them to a new author or finding the best book for them. Keeping in mind our changing demographic, what would you say to the librarians and educators? What do you find is a great way to share a love of reading?**

**Clinton:** By reading. One of the things librarians can do is take their collective experience of what works and doesn't work in engaging kids in reading. I think that hopefully it can be a real asset to parents whose kids may not always fall in love with reading. It's not only about what can happen in the libraries themselves, but also what librarians can do to help parents, grandparents, and others at home to engage their kids, and whether that's the type of stories or the length of stories or how the stories are told. I just think a love of reading was such an important part of my life, I would hope that every child has the chance to fall in love with reading. Even if that takes more engagement, I would hope that we can find the time to that, because we all know how important reading is. It doesn't even matter what language you're reading in, right? It just matters that kids are read to and talked to, because so much of our brains are built by the time we're three. I think librarians are really in the perfect place to help inform, educate, and empower parents and others to do that for their kids. 🌟

TLA member Nora Galvan visits with Chelsea Clinton during a book signing.



# A to Z: Diverse and In-Depth Training for Library Support Staff

BY JULIE TODARO

The Texas Library Association's (TLA) A to Z webinar series has been very successful since it was launched 18 months ago. What is most interesting about our success are the various ways people are using the series to meet their needs. We have had so many interesting stories from attendees; I thought I would share how our content is "working" for our libraries – but first a few facts about the series:

- A to Z is almost through its second full year. Year three series will begin in January 2018.
- Archived webinars – either individually or as a set, can be purchased for ongoing training for your staff.
- TLA member feedback was essential to developing the series' curriculum. We continue to gather feedback to find out what content should be basic/core, which classes should be electives, what order classes should be offered, and which classes should be retired or repeated.

Using the series to meet your staff training needs:

- Employers review the curriculum and match webinars to individual employee needs as part of annual improvement plans.
- Employees review the list and request attendance if they seek corrective information.
- Employees review the list and request attendance if they seek new roles and responsibilities.
- Employers seek content for a department or an employee group who need to change, take on new roles for the group, department, library, etc.
- Administrators, managers seek content to create an orientation and training for new employees.
- Administrators, managers seek content to retrain existing employees into changing roles and responsibilities.
- Administrators, managers identify volunteers and stakeholders for teaching and learning.
- Administrators, managers train Boards, etc.
- Administrators, managers design programs for educating stakeholder committees, etc. about libraries for development, designing renovations or new libraries

Some of the most effective uses of the series have been in the organization's structure of an overall program. The most effective programs have included:

- Design of an academic cohort
- Program design with articulated guidelines, educational goals and outcomes determined
- Team building activities (gaming, etc.)
- Branding the teaching and learning (logos, as specialty items as t-shirts, tote bags)
- Established communication systems for cohort teaching, learning and discussion (email lists, wiki's, etc.)
- Identified mentors for teaching and learning
- Process for application and selection of employees and employee groups to participate
- Pre-reading on each webinar topic
- Leader discussion on the topic in advance; viewing; then comparison discussions
- Member discussion on the topic in advance; viewing; then comparison discussions
- Post-reading discussions, comparison to pre-discussion and application to specific work environments
- Tracking of accrual hours with an institutional-defined required credit to "graduate"
- Mentor meetings one-on-one
- Formal graduation with certificates/diplomas, institutional recognition
- Using cohort members to identify what content should be used for every orientation, training
- Using graduates as mentors for future teaching and learning cohorts
- Alumnus cohort gathering for events, future learning
- Alumnus members commandeered for teaching, training as appropriate.

I was fortunate to attend two cohort graduations this past year and — although several graduates said it was more work than they EVER thought they could do — both support staff and librarians made it a point to share their positive comments about the content and the program they created.

The variety of "clever thinkers" we have in libraries as evidenced by the diversity of approaches to teaching and learning continues to fascinate me. I look forward to next year and I invite others in the program to share their ideas with us.

**More details about the A to Z series may be found at [www.txla.org/CE-AZ](http://www.txla.org/CE-AZ). ★**

**Dr. Julie Todaro is dean of library services at Austin Community College, and the immediate past-president of the American Library Association.**



# Librarians and Teachers Work Together to Make Inaugural Teacher Day@TLA a Success

BY JENNIFER LANGFORD

On Friday, April 21, during the 2017 TLA Annual Conference, an eager — if slightly anxious — group of Texas Association of School Librarian's (TASL) Teacher Day@TLA task force members gathered in ballroom 304B at the Henry B. Gonzalez Convention Center in San Antonio. They tested microphones, put finishing touches on tables, distributed swag and gifts from gracious sponsors, and nervously awaited attendees at the check-in table.

The first Teacher Day@TLA welcomed 74 participating teachers and 64 sponsoring librarians to experience the TLA Annual Conference, and offered the chance to underscore and increase the value of their collaborative relationships. The room buzzed with anticipation and energy as people arrived, met, talked with their partners, and shared their expectations for the day.

The event kicked off with a delicious breakfast and a hands-on opportunity to collaborate with table mates by completing a makerspace challenge. Then the session's keynote speaker, Caldecott winner Mac Barnett, approached the podium and stole the show!

Barnett's keynote presentation delivered an eye-opening look at what collaboration means to authors and

Celebrating a successful collaboration



Mac Barnett book signing

illustrators. With great humor, and to tumultuous laughter, Barnett prepared the attending teachers and librarians to never again read a picture book or present a reading lesson without considering the value of a collaborative experience. The audience left knowing that to tango, it still takes two.

The librarians and teachers left the session to forge their own day at the conference, attending professional development sessions that broadened their scope of knowledge and willingness to work in tandem with their educational partners. They participated in author sessions and learned about literature circles, received new and free Advance Reader Copies of books; and enjoyed networking with like-minded professionals. Many teachers and librarians discovered ideas for future collaborations once they returned to their campuses.

The Teacher Day@TLA task force hopes that everyone came away feeling inspired and with valuable ideas for future teacher/librarian collaborations to implement at their schools. Everyone involved gained new information, and had the opportunity to solidify and enhance their relationships. When asked how Teacher Day@TLA could be improved upon, one participant responded with, "Do it twice a year!" One enthusiastic participant even exclaimed "this place is like Disneyland on crack!" While TASL may not be able to provide this great event twice a year, planning has definitely begun for Teacher Day@TLA 2018. Stay tuned to [www.txla.org/teacher-day](http://www.txla.org/teacher-day) for news and updates. Won't you join us in Dallas? 🌟

Jennifer Langford is a library specialist at Northside ISD Library Services.

# We Owned Our Profession!

Thank you to everyone that helped make the 2017 TLA Annual Conference a tremendous success! More than 7,000 registrants participated in four days of learning, networking, and fun.

We must thank our 2017 Annual Conference sponsors and exhibitors

for their support which enriches the event experience. In addition to helping fund travel stipends, awards, prizes, refreshments, meals, and entertainment, they contribute to the overall quality, content, and experience of the conference.

We also thank all attendees, presenters, and authors for making the TLA Annual Conference a success. Lastly, we must give a big shout out and thank you to the hundreds of volunteers and the library community for their hard work.

See you next year in Dallas!

## 2017 TLA Awards

### Lifetime Achievement:

Elizabeth Polk, assistant director of library media services for Austin ISD (photo); Patricia Helm Smith, TLA Executive Director

**Librarian of the Year:** Cynthia Cooksey, Dr. Pablo Perez Elementary, McAllen ISD



Elizabeth Polk (left), Walter Betts (TLA President), and Vanessa Ashcroft of the TLA Awards Committee

### Libraries Change Communities: Grand Prairie Public Library System



Jennifer Walker (left) of Grand Prairie received the award from Laura Sheneman of the TLA Awards Committee

### Outstanding Services to Libraries:

Audrey Dearing, co-founder and treasurer, Friends of the Pflugerville Library



LEFT: Cynthia Cooksey, Walter Betts, and Howard Marks of the TLA Awards Committee

RIGHT: Audrey Dearing and Jacqueline Higginbotham of the TLA Awards Committee



**Benefactor Award:** Jocelyn H. Lee (posthumous) Harris County Public Library; Schaefer Family, San Antonio Public Library

**Wayne Williams Library Project of the Year:** Potranco Branch Library, San Antonio Public Library System

Sharon Amastae, chair of the TLA Awards Committee, and Ramiro Salazar, director of San Antonio Public Library





## Other ASSOCIATION RECOGNITIONS AND AWARDS



**Luminary Society Recognition:**  
Dana (shown at left) and Charles Rooks

Christina B. Woll Grant Award: Priscilliana Delgado, librarian, Bowie Elementary Library, San Marcos

Jeanette and Jim Larson Mystery Grant: Bellaire Public Library

Junior Library Guild/ Diversity & Inclusion Committee Conference Stipends: Cory Eckert, The Post Oak School (Bellaire), and Ashley Taylor, Tyler Public Library.

Siddie Joe Johnson Award: Kathleen Grupe, Birdville ISD

Texas Youth Creators Award (previously Youth Media Awards) Winner of the Bob Bennett Best in Show for 2017: Slayton Pierson's "Beauty in the Eye of the Beholder" – Margaret Simmons, Librarian, The June Shelton School (Dallas)

Demco Upstart Innovative Programming Award: Harlingen High School and Harlingen Public Library, Pflugerville Public Library

Walter H. Escue Annual Conference Stipend: Tamera Miller, Arlington Public Library

## Districts

District 3: Conference Stipends - Jackie Cundieff, Llano County Library System; Sandra Guzman, Hutto ISD

## Divisions

CULD Melody Kelly Support Staff Stipend: Breanne Henson, Texas Woman's University

PLD Conference Stipend: Jane Holt, Amarillo Public Library

TASL MVP Award: Cynthia Alaniz, Coppell ISD

TASL MVP Committee Honorable Awards for Excellence: Cari Yount, Northeast ISD; Sara Romine, Woodstone Elementary-Northeast ISD

TASL Scholarships: Katie Aycock, Plano ISD; Amelia Emerhirhi, Texas Woman's University; Sarah Withem Miller, Spring Branch ISD; Denisse Ochoa, Sam Houston State University; and Wendy Pray, Sharyland ISD

TASL School Administrator of the Year: Dr. Bill Chapman, superintendent of Jarrell ISD

TASL Shirley Igo Collaboration Award: Duff Elementary, Arlington ISD - Stacie Farr, Librarian. Jeannine Deakyne, PTA and Lisa Cravens, PTA President

## Round Tables

Library Instruction Round Table – Devin Zimmerman Conference Stipend: Andria Amodt Ho

Library Instruction Round Table Outstanding Service in Library Instruction – Theresa Hefner-Babb, Ed.D.



Kristi Starr, Bill Chapman, and Becky Calzada

New Members Round Table Professional Development Grant: Alelya Wheeler, Tyler Public Library

Small Community Libraries Round Table – Small Community Librarian of the Year: Cherie Robinson, Jackson County Memorial Library

Small Community Libraries Round Table – Advocate Award: Amanda Page, Buna

Small Community Libraries Round Table – Biblionix Conference Stipend: John D Hayden, Bonham Public Library

TALL Texans Round Table – Standing TALL Award: Susi Grissom, retired (Dallas ISD)

Young Adult Round Table – YARI Award: Kristi Hallbauer and Melissa Supak, Super Reader Challenge, Harker Heights High School, Killeen ISD

## AFFILIATED AWARDS

2017 J. Frank Dobie Awards

- Bertha Voyer Memorial Library | Honey Grove, Texas
- Effie and Wilton Hebert Library | Port Neches, Texas



LEFT: Matt Mulder of Demco with Irene Leos and Vilia Garcia of Harlingen

RIGHT: Matt Mulder with Jennifer Coffey of Pflugerville PL



- Jennie Trent Dew Library | Goldthwaite, Texas
- Buna Public Library | Buna, Texas
- Dimmit County Library | Carrizo Springs, Texas

## Texas Book Festival

This year, the Book Festival awarded \$100,000 to 44 public libraries.

1. Abilene Public Library, Mockingbird Branch
2. Amarillo Public Library
3. Aransas County Public Library
4. Arlington Public Library-Southeast Branch Library
5. Balch Springs Library-Learning Center
6. Betty Foster Public Library
7. Carl and Mary Welhausen Library
8. Castroville Public Library
9. Chico Public Library
10. City of Hutto Public Library
11. Clute Library

12. Converse Public Library
13. Cooke County Library
14. Davis Library
15. Dr. Hector P. Garcia Memorial Library
16. Dustin Michael Sekula Memorial Library
17. East Bernard Branch Library
18. El Progreso Memorial Library
19. Electra Public Library
20. Ethel L. Whipple Memorial Library
21. Gaines County Library
22. Grapevine Public Library
23. Henderson County Clint W. Murchison Memorial Library
24. Jonestown Community Library
25. Judy B. McDonald Public Library
26. Krum Public Library
27. Lake Dallas Public Library
28. Leon Valley Public Library
29. Little Elm Public Library
30. Llano County Library System
31. Longview Public Library

32. Martin Luther King Jr Library
33. Medina Community Library
34. Natalia Veteran's Memorial Library
35. Patrick Heath Public Library
36. Pearland Library
37. Reeves County Library
38. Richland Hills Public Library
39. Salado Public Library
40. South Waco Library
41. Tatum Public Library
42. Taylor Public Library
43. West Public Library
44. Wolfe City Public Library ✪



## TLA thanks the 2017 Annual Conference Sponsors

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# 2017 Branding Iron Winners



## BEST OF SHOW



Natalie Morgan (left) and Toni Simmons, director of Zula B. Wylie PL

### MLK Celebration & Peace March

Zula B. Wylie Public Library, Cedar Hill

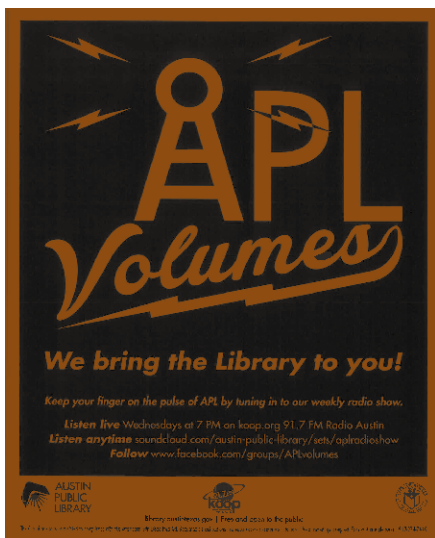
The library partnered with the Parks and Recreation Department to present the MLK Celebration & Peace March. The free event brought together the entire Cedar Hill community and surrounding cities to honor and remember the life and legacy of Dr. King. More than 200 people joined the student-led Peace March, a living example of Dr. King's example of non-violent demonstration. Participants sang freedom songs from the Civil Rights era, community leaders read quotes, and Mayor Rob Franke made a new call for peace in today's troubled times.

The library's comprehensive marketing campaign included print and digital promotions including social media, website, flyers, posters around the city, and a billboard. This is a wonderful example of community engagement and partnership.

## Category Winners

### ADVOCACY CAMPAIGN

Austin Public Library's **Volumes: We Bring the Library to You!** is a 30-minute weekly live radio program and podcast produced in partnership with KOOP.org community radio. The program features interviews with APL's librarians and other supporters to promote the library's programs and collections. Personal interviews take listeners beyond the stacks and introduce them to the people and programs that make the library a hub of learning, technology and inspiration for the community. Each episode includes a three to five minute My Library awareness segment that highlights personal stories and human connections at the library.



Honorable Mention: The Texas State Library and Archives Commission's (TSLAC) **Texas Public Libraries: Economic Benefits and Return on Investment** study shows that Texas public libraries provide \$2.628 billion in economic benefits

to the state. The study quantifies what most Texans understand: Public libraries bring tremendous value and function as key engines of economic vitality in their communities. The study is a tremendous tool for libraries to use to educate their constituencies, and demonstrate their contributions to the community.

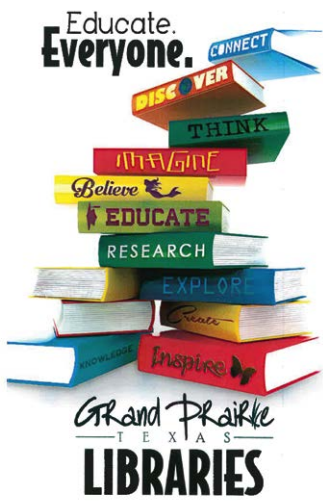


### IDENTITY CAMPAIGN

The **San Marcos Public Library's new logo's** clean lines and design evokes the feeling of their building. Prior to development of this logo, the library did not have a brand identity. Now the library has an identifiable mark that is easily recognizable to use in their marketing and outreach activities to help build community awareness.



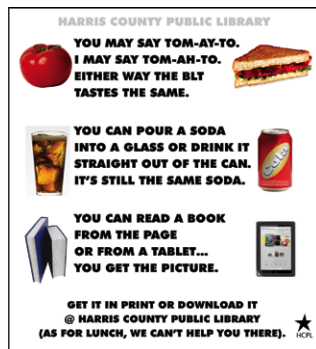
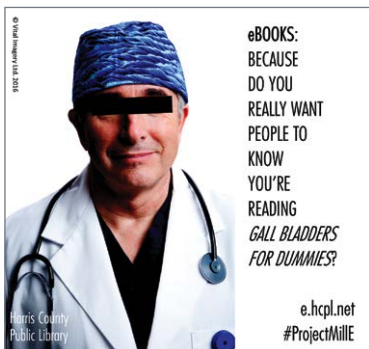




Honorable Mention: Over the last two years, the Grand Prairie Public Library System has implemented a comprehensive rebranding program, **Grand Prairie Libraries: Education. Everyone.** This campaign establishes a uniform library identity through printed and digital publication, social media, and more.

### DIGITAL PROMOTION

**Project Mill-E** was Harris County Public Library's campaign to raise awareness of its growing digital media catalog. Customers were challenged to check out one million eBooks and eAudiobooks in 2016. They reached their goal on November 10, making HCPL the first public library system in Texas to circulate



a million eBooks from its OverDrive collection in a calendar year. The campaign was promoted online through social media and the website, using humor, energy and passion.

Honorable Mention: The **Digital Media Studio** is a multimedia lab at Texas Tech University Libraries where patrons can check out professional digital media equipment such as cameras and accessories, video cameras, audio equipment, and GoPros. To raise awareness about the availability of this service, the Texas Tech Digital Media Studio team created a clever video to promote and demonstrate the available equipment.

### PRINTED PROMOTION (tie)

#### New Student Orientation Library Promotional Stickers, Baylor University

Baylor University Libraries wanted to create promotional items that would appeal directly to new, incoming students.

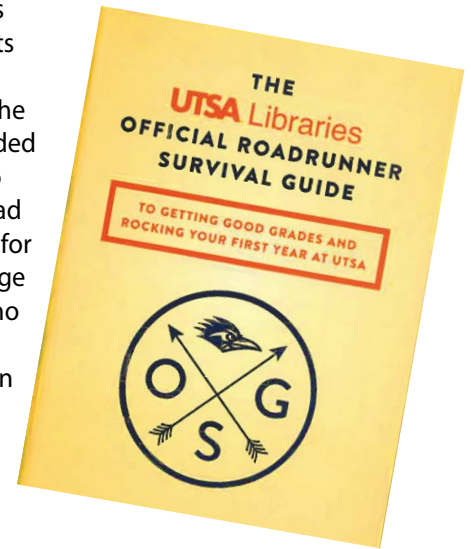
Current students were empowered to create a series of stickers promoting the libraries that no one under the age of 25 would



really 'get.' The result was a series of 15 clever stickers which were produced in house. Libraries had a hard time keeping the stickers in stock, and they have shown up all over campus, connecting new students and others with the campus libraries.

#### The Official Roadrunner Survival Guide to Getting Good Grades and Rocking your First Year at UTSA, debuted in

the summer of 2016 as a takeaway for students attending UTSA's New Student Orientation. The 40 page booklet included a basic introduction to the libraries and a broad array of tips and tricks for navigating life as college students. Students who visited the library's orientation information table were invited to take an instant photo with school's mascot as a #UTSAMoment, turning the guide into a personalized souvenir.



### PUBLIC RELATIONS CAMPAIGN (tie)

The new **18st AIRSpace Artist in Residence** at Harrington Library (Plano Public Library System) is a place to learn, share



and create. Not only is it a space dedicated to hosting selected artists as they work, the public has access to learn about and observe the creative work in process, as well as an opportunity

to participate in the artistic venture. The library promoted this new initiative with a comprehensive public relations and marketing campaign, and partnered with Plano ISD, Plano Art Association, and Art Centre of Plano to increase their outreach.

**You, Me, All Welcome** is a public relations campaign developed by Texas A&M University Libraries to share their intention of being a place where



all people are valued, and where all opinions, even those that may lead to difficult situations or conversations, are welcome. Multiple 13 foot high campaign images were placed on the exterior of the main library, window clings were provided for other locations, and posters were set up in all library interiors. They extended the campaign using social media, and have created almost 50 videos involving students.

## SPECIAL EVENTS (tie)



Souvenir Posters

**Escape the Libraries** was the University of North Texas Libraries' contribution to the campus-wide, week-long First Flight event for first-year students. Students were locked in a 20 x 30' foot room containing everything they would need to complete an assignment and carry on to class. Hundreds of students were introduced to research and reference through an interactive, team-building experience. Students escaped more empowered to use the libraries to achieve their goals.



The **First Annual Socorro ISD Comic Con** was the first and only of its kind in any west Texas school district. Librarians tapped into students' excitement about movies, gaming, and other non-traditional storytelling formats to engage, entertain and interest them in all types of literacy. Teens had the opportunity to meet comic book authors, illustrators and local vendors. There was information about non-fiction graphic novels, memes as political cartoons and fanfiction writing how-to's. In addition, there was a cosplay contest, comic book panel art competition, and a Yu-Gi-Oh! Tournament. More than 200 high school students and 17 vendors participated.

## ADVERTISING

**AMA-CON**, Amarillo's annual pop culture convention, celebrates the best in comics, gaming, anime, sci-fi and everything else geeky and awesome. AMA-CON is hosted by Friends of the Amarillo Public Library and the



funds raised support library educational services. Thanks to an extensive advertising and promotional campaign, AMA-CON has more than quadrupled in size over the last five years and has earned a reputation as one of the most positive experiences for artists, vendors, and participants.

Honorable Mention: The University of North Texas' **Library Resources** campaign is an extensive print promotion designed to highlight the many libraries and collections available to UNT students. Each library has a series of 5 x 8" cards and business cards displayed on main counters, reference desks and other locations which highlight the other libraries and collections for students. The cards also include how-to's for renewing materials online, accessibility services, reserving study rooms, and accessing course reserves online.



## POWER UP AWARD

### Lemon Battery, Wm. J. Clinton Elementary/La Joya ISD

Approximately 270 Clinton Elementary School students participated in 2016 Power Up at Your Library Day. Students created circuits using lemons, copper pennies, nails, and wire to create and charge an LED light. The experiment excited many students – and above all, it was conducted in the library. Several months later during a presentation to a school board member, a student was asked, "Why do you like coming to the library?" He responded, "The library is fun. We get to work on experiments with lemon and pennies, and we made a light turn on." For the librarian, it was gratifying to hear that the experiment made an impact.

Honorable Mention: Clear Lake City-County Freeman Branch Library celebrated 2016 Power Up at Your Library Day with

**"Chain Reactions/Rube Goldberg contraption."** Hosted by the library's Jocelyn H. Lee Innovation Lab, the program encouraged participants, volunteers, and staff to work as a team to create a fun and complicated contraption. The goal: take as many steps as possible to turn on a switch. Patrick Ferrell, former Innovation Lab trainer, led participants in building a Rube Goldberg contraption; applied the #poweredlibraries hashtag creatively, and streamed the action via Facebook Live to engage more participants. 🌟



## Nominations for 2017 I Love My Librarian Award Now Open

The award recognizes the service of exceptional public, school, college, community college and university librarians who have transformed lives and communities through educational opportunities and lifelong learning.

Ten winners will be selected to receive \$5,000 and a \$500 travel stipend to attend an award ceremony held in their honor at Carnegie Corporation of New York on Nov. 30, 2017.

Visit [www.ilovelibraries.org/ilovemylibrarian](http://www.ilovelibraries.org/ilovemylibrarian) before the September 18, 2017 deadline and nominate a deserving librarian.



## Continuing Education connect to know

All webinars are recorded – a link to an archived version is sent to everyone who is registered. Presentation times are central time. Visit [www.txla.org/CE](http://www.txla.org/CE) to register.

**July 13 | 1pm**

### Beyond Dewey: Diverse Ways of Organizing Information in Libraries

*AZ webinar series for support staff, presented by ALA President Julie Todaro*

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

**August 10 | 1pm**

### Beyond Introduction: Designing and Managing Projects

*AZ webinar series for support staff, presented by ALA President Julie Todaro*

The webinar is designed to illustrate how a project is built, how a timeline is created, what roles and responsibilities for all levels of employees are, how strategies are determined - "live."

**September 28 | 1pm**

### Financial Literacy for Students and Young Consumers

Get an introduction to Consumer Financial Protection Bureau's Office of Students and Young Consumers. They provide free materials and content for programs to help young people to understand money. FREE

## Congratulations!

TLA Executive Director Pat Smith was honored with a resolution by the Texas State Library and Archives Commission for her 45 years of dedication to Texas libraries. Her passion for our profession is immeasurable, and she has fearlessly guided Texas libraries into the 21<sup>st</sup> century and beyond.



From left: Commission Chair Mike Waters, Pat Smith, and David Smith.

Photo courtesy of the Texas State Library and Archives Commission



# Remembering Margaret Nichols

The Texas library community mourns the passing of Margaret Irby Nichols who died on June 6, 2017 in Denton. A Texas Library Association (TLA) president in 1984-85, Margaret was widely known for her integrity, dignity, and charismatic personality.

"Margaret Irby Nichols is a legend in our wonderful library world. A role model and mentor with a commanding presence and strong determination, she shaped the careers of thousands of librarians. A consummate storyteller and outstanding library leader, Margaret's stories, sharp wit, and friendship will be greatly missed," said TLA Executive Director Patricia Smith.

Designated as a "Texas Library Champion" during TLA's centennial celebration in 2002, Margaret was described as follows:

"Nationally known as a reference specialist and extraordinary workshop leader, author, and oral historian, Margaret Irby Nichols is professor emeritus of the School of Library & Information Sciences, University of North Texas. She has held most major TLA offices, including president (1984-1985) and has received abundant awards, including UNT Distinguished Teaching Award in 1991 and 1993

and TLA's Distinguished Service Award in 1990. In 1991, UNT established the Margaret Irby Nichols Endowment and, in 1996, presented her with the award for Distinguished Service to the School."

In addition to her presidency, Margaret served on the TLA Executive Board as the ALA/TLA Councilor from 1988 to 1992. She chaired the TLA Awards Committee in 1992-93 and served on the Steering Committee of the Texas Conference on Libraries and Information Science from 1990-91. Her involvement in TLA was wide-ranging and included many other committees and activities. In the early 2000s, she served as Board chair of Library Partners, Inc., an independent organization affiliated with TLA. After retiring from UNT, Margaret remained active by helping numerous presidents with their appointments, and sharing her wisdom and experience in presidential matters.

James Stewart, 1992-93 TLA President said, "It is difficult to describe the importance of the impact Margaret Nichols had on TLA as we now know it. She came in as President-Elect at a time of great transition in the association. She instigated the creation of the conference manual

to assure our continued successful conferences. She oversaw the purchase of our first real estate for an office, and during her time Legislative Day was conceived and created in less than a year. She had a great sense of humor and could tell a story like no other all the while spicing it with a wicked wit. I will truly miss her Christmas cards."

"There was not a public library in a community large or small in Texas that did not benefit from Margaret Nichols' teaching and sage advice," noted Barbara Gubbin, 1995-96 TLA President. "I remember vividly the many workshops she presented in the San Antonio and Houston Area Systems; her knowledge made fun by her dry wit resulted in a great learning experience for everyone. Few have had the influence she had on an entire state, and generation of library staff and the service they offered to their community."

"Margaret was wise, witty and welcoming to the profession when I was a student. She was a wonderful reference professor – her class was entertaining and provided a wonderful introduction to our librarianship. I remain grateful to her and am sorry for the loss we share with her family," said Sherilyn Bird, 2012-13 TLA President.



## STAY CONNECTED!

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

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# SAVE THE DATE

