

TexasLibraryJournal

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TEXAS WEEK

October 7 – 11

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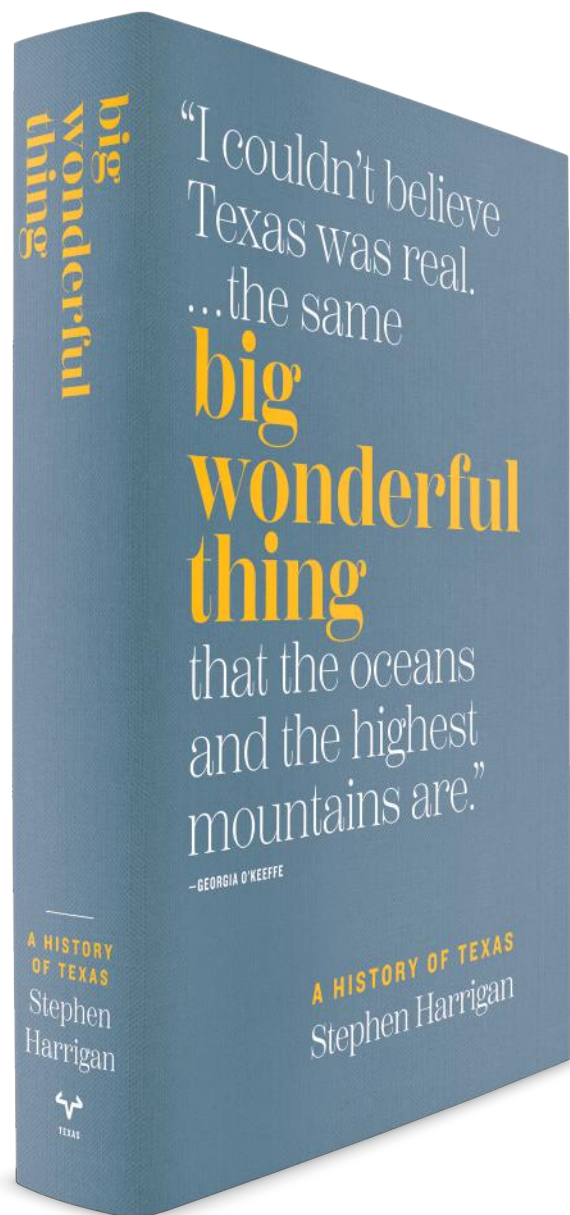
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A tour de force by a *New York Times* best-selling author and master storyteller who captures the rich history of a state that sits at the center of the nation, yet defiantly stands apart

ON SALE OCTOBER 1ST, 2019



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“As good a state history as has ever been written and a must-read for Texas aficionados.”

KIRKUS, starred review

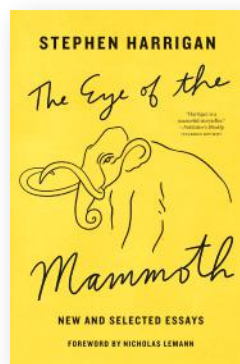
“Harrigan uses his stupendous storytelling skills to great effect. He covers the state’s major historical events from inventive angles, introduces newly discovered archaeological and archival research, and excels at puffing up many of Texas’s larger-than-life personalities.”

FOREWORD REVIEWS

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Time is flying by and I am almost half way into my year as TLA President. It has been an honor to serve you all so far, and I am so excited about what is to come.

TLA Executive Director Search

I am happy to report that TLA is currently operating under the exemplary leadership of Joe Dahlstrom who accepted the role

of TLA Interim Executive Director in June. His extensive TLA experience and knowledge allowed him to step quickly into the role with great success.

With Joe at the helm, the Executive Director Search Task Force held its first meeting at Annual Assembly and is working diligently to find the next TLA Executive Director. Follow the latest news on the process at www.txla.org/executive-director-search.

Applications will be accepted until the position is filled, with preference given to applications received by September 3, 2019. We reviewed those applications the first week of September and plan to schedule screening interviews in late September or early October.

Please share the job announcement with your professional network and encourage outstanding potential candidates to apply.

As part of the process, the Task Force created a survey to seek members' opinions on two critical issues:

1. What are the most important priorities for TLA in the next ten years?
2. What are the most important characteristics for the new Executive Director?

We want to thank members for taking time to complete the survey. The results show:

- 46.79% of respondents agreed that **extensive library and information science experience** was the first or second priority for the new Executive Director
- 43.19% of respondents saw **visionary leadership** as the first or second priority
- 42.41% of respondents shared that their first or second priority for TLA in the next decade is to **provide TLA services and professional development** through an increasing menu of online options and resources

These results will help guide the Task Force and Executive Board as they search for the next TLA Executive Director. The full survey results report is online at www.txla.org/executive-director-search

TLA 2020

Annual Conference planning continues to go well and the Program Committee has some exciting news to share! Author

Lisa See will be our General Session I speaker on Wednesday, March 25. See is the author of New York Times best-selling books *Snow Flower and the Secret Fan*, *China Dolls*, and *Dreams of Joy*, which debuted at #1. She was the recipient of the Golden Spike Award from the Chinese Historical Association of Southern California and the History Maker's Award from the Chinese American Museum. She was also named National Woman of the Year by the Organization of Chinese American Women. We are honored and excited to have her speak at our conference.

If you watch *Parks and Rec* you know that character Ron Swanson thinks that libraries are "the worst place ever." Fortunately, **Nick Offerman** who plays Ron Swanson does not agree and will be the keynote speaker for TLA After Hours on Tuesday, March 24.

On the topic of after-hours activities, the TLA 2020 All Conference President's Party on Wednesday, March 25 will have a slight twist. Following the traditional kick-off at the Conference hotel, attendees are invited to participate in the first-ever President's Pub Crawl that will include fun-filled stops at bars near the Convention Center.

Information Migration Task Force

The Information Migration Task Force was appointed and they are already deep into the important work of facilitating the migration of Unit content to Google Shared Drives and the new TLA website. I would like to thank those who agreed to share their time and talents by serving on this important Task Force:

- Mary Jo Humphreys, Chair
- Michelle Beebower
- Kate DiPronio
- Yvonne Dooley
- Kathy Hoffman
- Emma McDonald
- Dennis Quinn, representing Bylaws Committee
- Jake Syma
- Julie Trevino

If you are a Unit chair or webmaster, you were asked to complete a survey for the Task Force. To those who completed the survey, thank you. The information you provided will help the Task Force whose work will directly benefit members for years to come.

A Moment of Gratitude

While I am grateful for so much as I journey through this experience as TLA President, I would like to take this opportunity to express my gratitude to Robin Cashman, Lee Hilyer, Leah Mann, and Robyn Reid. Not only are they the most excellent Program Committee and Local Arrangement Committee chairs that ever were, but they are also kind, thoughtful, fun, and funny people who I am so happy to now call my friends. I am grateful.

Cecilia Barham
cbarham@nrhtx.com
817-427-6813



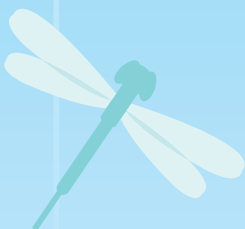
LIBRARIANS, Get Ahead of the Game

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#eBooksForAll

The Texas Library Association sent the following letter to John Sargent, Chief Executive Officer of Macmillan Publishing. The American Library Association has more information and resources for libraries online at www.ala.org/advocacy/e-books.

The Texas Library Association (TLA), with almost 6,000 members from academic, school, special and public libraries, represents one of the largest and most dynamic library markets in the country. On behalf of our members, we call on Macmillan to reverse the library eBook embargo announced in July.

This new licensing model, which allows libraries to purchase a single copy of a new title in eBook format and then imposes an eight-week embargo on the purchase of additional copies of that title, is unacceptable. It will have a chilling impact on libraries' mission to provide access to information to everyone, in the format of their choosing.

As TLA member and Public Library Association (PLA) President Ramiro Salazar (San Antonio Public library director) stated, "Access to digital content in libraries is more than a financial issue: it is an equity issue. We encourage Macmillan Publishers to reverse course before libraries and the people they serve are harmed."

Millions of people now prefer digital content as their preferred or only access to books, music, and movies. Digital content is portable, accessible to people with print disabilities, available anywhere 24/7, and brokered by libraries to provide diverse options to our diverse communities.

Libraries not only pay for books; they market them. Lost marketing means lost publicity and sales for publishers and authors.

TLA joins the American Library Association and PLA in denouncing this measure and calling for Macmillan to cancel the embargo and restore full access to its complete eBook catalog upon release to the public. Furthermore, TLA affirms the principles that:

- All published works must be available for libraries to purchase and lend to library users.
- Access to and use of eBooks must equitably balance the rights and privileges of readers, authors and publishers.
- Digital content must be accessible to all people, regardless of physical or reading disability.
- Library patrons must be able to access digital content on the device of their choosing.
- Reading records must remain private in the digital age.

Sincerely,

Cecilia Barham, TLA President

Joe Dahlstrom, TLA Interim Executive Director

A Fair Use Refresher Part I: Nuts and Bolts

BY GRETCHEN MCCORD

As many of you may have heard, Houston Independent School District (HISD) recently lost a copyright infringement lawsuit to DynaStudy, a publisher of educational tools. The Southern District of Texas court found that HISD had infringed DynaStudy's copyrights over a period of several years and awarded the company \$9.3 million in damages. In its defense, HISD relied in part on fair use.

So this seems like a good time to remind all librarians, not just school librarians, of what fair use is and is not, and how to use it safely and productively. In this first part of a two-part series, I'll provide an overview of fair use. Part II will provide tools to put you on the path to establishing best practices in your workplace.

Fair use is a complex area of law though, and these articles are only the tip of the iceberg. I encourage all librarians to continue to explore fair use through whatever channels are available.

Introduction to Fair Use

The purpose of copyright law is not, as is commonly understood, to protect creators and their works. The purpose of copyright law, per Article 1, Section 8, Clause 8 of the Constitution, is to "promote the progress of science and the useful arts" – in other words, to encourage the creation of new works. The Constitution also tells us how to go about achieving this goal: by, on one hand, granting creators the rights to control use of their works to incentivize them to create while, on the other hand, placing some limits on those rights so that others may build upon existing works.

Fair use is the big safety net of those limitations on a copyright owner's rights. Fair use is intentionally a subjective analysis, specific to the facts of each particular situation. It is a matter of assessing risk rather than finding definitive answers.

Although the lack of definitive answers can be frustrating, it is the flexibility of fair use that makes it such a powerful tool. If fair use law consisted of a laundry list of specific uses to be allowed (for example, copying up to a certain percentage of a work), it would be very confining, because some situations require greater use than others

to promote the goals of copyright law. However, as HISD learned the hard way, fair use does have its limits.

The ultimate question of fair use asks: Would allowing this use go further towards promoting the goal of copyright law than would disallowing the use?

The Factors

In conducting a fair use analysis, a court must consider four factors delineated in Section 107 of the Copyright Act. It may consider other factors as well, if it determines them to be relevant. All factors must be considered in the context of the big picture of the situation at issue; it is not simply a matter of adding up how many factors favor and disfavor fair use.

Both the individual factors and the fair use analysis as a whole should be viewed on a spectrum. Some uses are clearly fair or unfair, but many are somewhere in between.

Factor 1: Purpose and Character of the Use

This factor first considers whether the purpose and/or character of the use (not the institution making the use) is closer to being non-profit educational or commercial. It will favor fair use for uses closer to the non-profit educational end of the spectrum.

This factor also looks at whether the use is transformative. A transformative use is one that "Serves a new and different function from the original work and is not a substitute for it." The question is not whether the use changes the actual work, but whether the use itself supersedes the use for the original by "add[ing] something new, with further purpose or different character ... with new expression, meaning, or message."

Google's copying of millions of books for the purpose of creating a full-text search engine is an example of a transformative use.

Transformative uses strongly favor fair use, because they further the goal of copyright law (promoting the creation of new works) without causing significant harm to the copyright owner (rarely is there a current marketplace for a transformative use).

Factor 2: Nature of the Work Used

This factor favors fair use if the work used is more factual in nature, *e.g.*, a newspaper article, than creative, *e.g.*, a painting. However, if the work is unpublished, it will disfavor fair use, even for factual works.

Factor 3: Amount and Substantiality of the Portion Used

This factor asks whether the defendant (user) has:

- (1) used more than was necessary to achieve the purpose of the use, and
- (2) used a different portion of the work than is necessary to achieve the purpose. As a rule of thumb, if the defendant has a justifiable reason for using the amount and the specific content that was used, this factor will favor fair use (or at least be deemed neutral, *i.e.*, not disfavor fair use).



Factor 4: Effect of the Use on the Potential Market for or Value of the Work

The case-by-case nature of the fair use analysis means that if the same exact scenario occurs at two different institutions, the outcome of the fair use analysis will, by definition, be the same. The fourth factor asks whether the copyright owner will be substantially adversely affected if this very specific use is allowed every time this very specific situation arises.

It is important to correctly identify the market(s) at issue under this factor, usually the marketplace most analogous to the use being made. For example, the primary market to consider for a performance of a movie would be the market for performance rights rather than sales of DVDs.

Summing It All Up

Remember that determining the likelihood of fair use requires applying the four-factor analysis to the big picture in which the use occurs. Ask yourself, would allowing this use go further towards promoting the goal of copyright law than would disallowing the use?

Critical Thinking and Fair Use

Fair use is a very subjective assessment, which means it's always open for interpretation. Many resources are available to help you understand and apply fair use, but, unfortunately, they vary tremendously in not only accuracy, but bias.

Let me explain. If you think about it, you'll realize that the interests of educators in interpreting and applying fair use often differ from those of copyright owners and their agents. While it is in the best interest of librarians and educators to keep fair use as broad and open as possible, while respecting its limitations, of course, it is often in the interest of copyright owners and agents to limit fair use.

You will often see this difference reflected in information you find about fair use. For example, a very respectable professional association whose members are primarily from "content industries" such as publishing and film-making offers a website designed to teach children about copyright. Although it has now been modified, for years, their page about fair use said the following:

Unless you are absolutely sure, relying on the doctrine of "fair use" to avoid seeking permission to copy a work is risky. Despite what you may have heard, there are no set rules about what kind of use is "fair" and what is "infringing."

This is all entirely true, but the advice that followed was certainly open to disagreement:

The best course of action is simply to seek permission for all copied material you intend to use.

That advice reflected the interest of the organization's membership to reduce reliance on fair use. But the entire point of fair use is that some uses should be allowed without the need to seek permission; if you have a fair use, you do not need permission. So to teach children to seek permission for every use is equivalent to teaching them to ignore fair use.

Think critically as you make your fair use assessments, and think critically about the resources on which you rely for information about copyright law and fair use.

Gretchen McCord is an attorney and the principal of Law Offices of Gretchen McCord, PLLC (gretchenmccordlaw.com), and a former librarian. Her company Digital Information Law (digitalinfolaw.com) provides live and online copyright training to librarians and educators



FURTHER LEARNING

Unfortunately, copyright courses designed specifically for librarians and/or other educators are not as plentiful as is the need for them! Those that are out there vary tremendously in length, depth, format, and approach. Here a few online courses. Some are live, some self-paced, and others a combination of both.

Copyright in a Digital World for Librarians and Educators (*self-paced course*),
Digital Information Law
digitalinfolaw.com/self-paced-courses

Copyright for Educators & Librarians (*self-paced*), Duke University
www.coursera.org/learn/copyright-for-education

Solving Copyright Dilemmas for K12 Libraries (*semi-self-paced, limited time for completion*),
University of Wisconsin-Madison iSchool
ischool.wisc.edu/continuing-education

Copyright X (*semi-self-paced and live online, limited time for completion*), Harvard University
online-learning.harvard.edu/course/copyrightx

Multiple courses (*semi-self-paced, limited time for completion*), Copyrightlaws.com
www.copyrightlaws.com

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First Friday of each month
2:30 – 3pm CT

Registration is not required.
www.txla.org/events

From Reference Desk to City Council Dais

BY CHRISTINE SEDERQUIST



Curling up in a favorite chair with a great book and a cup of coffee with the muffled sounds of doves cooing just outside the window: it's Heaven, right? I'm willing to bet everyone reading this agrees.

That dream plays a large part in how we all end up working in libraries. It's certainly not the pay. It's the love of books, of knowledge, and the feeling that you can go to a job every day, surrounded by people exactly like you.

This was how I ended up working in our small city library a few years ago. It was time to re-enter the workforce and I thought "the only thing I want to do is read" so...I decided to be tenacious about getting hired at our local library. I imagined myself sitting at the checkout desk, reading books all day, helping children get their first library card.

I had no idea what a vital hub the library was to the community.

The shock came quickly. Yes, the library was full of all the things I expected: children excited to read because their magic card granted them independence by the armful; students working together on projects in study rooms; and adults who just enjoyed having a quiet place to sit and read throughout the day.

But there was so much more. Patrons who came in to use the computers because they didn't have access at home; people who came in frantic and looking for resources because they couldn't pay their electric bill; caregivers that used library visits to help disabled adults learn independent living skills; elderly shut-ins who'd call needing their cards renewed because online books were the only books they could access.

There were so many needs and not enough resources to meet them. Our budget wasn't set by library staff; we worked with what the city granted. And those who ran the city were names without faces. They never came into the library. In fact, most of our elected officials didn't even have library cards. How could they possibly understand the needs we were filling?

I had no idea what a vital hub the library was to the community.

So, I did the unthinkable. I stepped outside my shy, quiet, reader shell; resigned from my job at the library; and ran for a seat on City Council. I didn't have a ton of monetary contributions, but I did have the time to go door-to-door and talk to residents about things I knew they cared about.



How did I know what they cared about? Because I had worked with them, helped them solve their problems, filled their needs. My work at the library was perhaps the greatest primer to local public service one could have. I won my election with 64% of the vote.... against an incumbent...with historic voter turnout. Huzzah!

Our Council is made up of seven people, including the mayor. We each have an equal vote. We have different backgrounds. There are businesspeople, realtors, engineers, a military veteran, and then there's me - Christine Sederquist, who volunteered in the community and then worked at the library for a while. We all bring different perspectives and strengths to the table.

My strengths are tied directly to my work at our library. I read more than anybody. I ask a ton of questions and do research. I get frustrated when someone hasn't done the same. I may need a little hand holding when we're talking about engineering projects, but I'm the loudest voice in the room when something threatens to adversely affect those populations I saw in need at the library. When library policy or issues come up, I know the real-world consequences of Council's proposed actions.

It's time for us to step out of our quiet comfort zones and forge some relationships.

Perhaps most importantly, I'm someone that library staff and patrons can trust. When our city recently received national attention for our reaction to a controversial library program, library staff and regular patrons knew there was someone they could talk to. I had the ability to walk in and find out exactly what was going on, the conversations that had been had, the level of threats staff were receiving from outside groups, the fear, and the frustration... things they wouldn't necessarily tell someone else. It enabled me to be a voice of authority to talk on the current state of the library.

I'd like to tell you it all turned out OK. It hasn't yet, but I have faith that we'll get there. As much as it's been a tough road, it's one I feel privileged to have gone down because I know that if I weren't on Council right now, there would be nobody up there advocating for our library, our staff, and their resources.

I'm not saying everyone needs to quit their job and run for office. What we need are decision makers that have an understanding of what libraries do and their vital role in the community. When was the last time you saw your budget for the year and thought "there's so much I can do with this"? When was the last time you had an elected official come in and talk to you about the needs you see in the community? When was the last time you felt like city staff outside of the library building even knew you were there?

We cannot continue to sit back quietly and expect that good decisions will be made for our libraries and our patrons by people who have never seen what we do. It's time for us to step out of our quiet comfort zones and forge some relationships.

Invite your elected officials to read at your most popular story times, and while they're there give them a tour, and tell them of your greatest successes and where you could use their help. Ask your City Manager to be an honored guest at a program kick off. Send cards or emails or personalized updates on items of interest to those who have the power to make the decisions that affect you. In other words, cultivate relationships.

Advocacy is more than marching in the streets, or risking your job, or signing petitions. True advocacy is creating a presence, establishing trust, and working with people to get to where you need to be. And it all starts right in your own backyard.

Christine Sederquist serves on the Leander City Council, Place 4, Leander, Texas.

If You Re-Build It, They Will Come

BY ANN VYORAL

TexQuest was under construction this summer. Entering its sixth year, the digital resource program for Texas K-12 public and open-enrollment charter schools, coordinated by the Texas State Library and Archives Commission and partially funded by the Texas Legislature, underwent some renovations. Two new resources and a navigation portal were added, four content providers totally refreshed their website interfaces, eBook access was refined, database names were adjusted, and some usernames and passwords were revised.

Texas school librarians are now ready for the big reveal as they welcome teachers and students back to school! Embracing the changes, they have found more opportunities to promote digital resources, make them easily accessible to participants and their families, and integrate online instructional materials, along with other library services, into their campus/district classroom curriculum.

TexQuest has more resources. Infobase Learn360's rich collection of multimedia resources was added in June. Gale Cengage refreshed their website platform, added Gale OneFile High School edition to their suite of databases, and updated names and icons for many other resources. Reaction from teachers and administrators at summer training sessions has been overwhelmingly positive. Easy access to videos, aligned to subject areas and TEKS, gives teachers more ways to deliver content that accommodates student needs, and allows students opportunities to explore additional multimedia resources, as well as the authentic newspaper, magazine and reference book articles, eBooks, and images they have come to depend on.

TexQuest can be searched and shared more easily. With the introduction of the TexQuest Navigator in August, participants can start at TexQuest.net, filter resources by content level and type, and access all TexQuest resources by selecting their district name in a drop-down menu and entering a password only once. The need for multiple usernames and passwords at the district level can be eliminated. This optional method for searching TexQuest is only available at the district level and can't be customized. However, it provides a template for campuses and districts to select appropriate TexQuest resources and curate them on their own web pages. TexQuest content from all providers can be saved and shared with Google Drive and Classroom; Gale and ProQuest have added Microsoft functionality. Providers are also adding new integrations for multiple single sign-on systems and learning management systems. As librarians curate the new and upgraded resources to their campus and district web pages, they can make them easily found and accessed by teachers, students, and their parents.

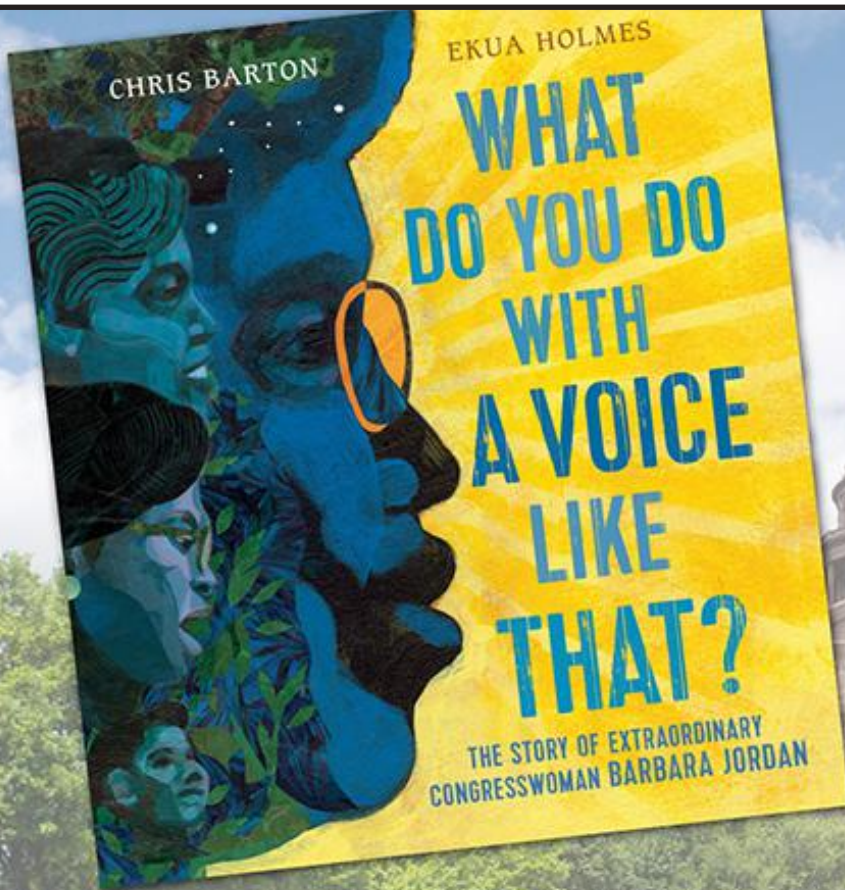
TexQuest is more accessible. ProQuest and TeachingBooks.net introduced appealing platforms where participants can explore new features and collections or find and share their favorites in new ways. Britannica Learning Zone was upgraded to Britannica Fundamentals, eliminating the need for Flash. Access to EBSCO eBooks has been modified to make it easier for districts to curate resources at selected levels. Student searches can be limited to the K-8 eBook collection, while districts or campuses can "opt in" to three upper level collections for college bound students. Most TexQuest resources now have text-to-speech capabilities, along with the ability to quickly translate pages, articles, and even video transcripts into multiple languages.

More Texas students and teachers are using TexQuest than ever before. 836 districts now participate in TexQuest, giving over 94% of eligible students access to vetted, authoritative, curriculum aligned resources. Usage statistics have increased significantly each year. And while districts get more with TexQuest for the 2019/2020 school year, they will continue to pay just \$0.27 per student as their annual participation fee.

As with most construction projects, there have been challenges. School librarians have had their hands full adding, deleting, and changing access points for appropriate resources, learning about new features, mastering upgraded interfaces, and creating opportunities to share digital resources with participants, while reinforcing ways to integrate digital resources in the classroom to support new state and district standards and priorities.

The TexQuest Support Center maintained a running list of action items at texquest.net/news to help TexQuest school contacts and leads keep track of the changes. All TexQuest promotional and training materials are gradually being upgraded and revised to support the changes, and to reinforce the TexQuest goal to Explore More!

Ann Vyoral is a digital resources and library consultant at Education Service Center Region 20 in San Antonio, the Texas State Library and Archives Commission's Educational Partner for TexQuest.



Texas Great Read 2019



Chris Barton Photo Credit: Sam Bond

The Texas Center for the Book at the Texas State Library and Archives Commission has chosen *What Do You Do with a Voice Like That? The Story of Extraordinary Congresswoman Barbara Jordan* by Chris Barton, illustrated by Eku Holmes, as the Texas Great Read for 2019. www.tsl.texas.gov/centerforthebook

For Texas Libraries, This May Be the Most Important Census Yet

BY HEATHER LOWE



Nearly one quarter of Texans live in areas the Census Bureau labels as hard-to-count. These are places where the census self-response rates are low and require follow-up. While some states like California are spending millions on finding all of their residents, Texas is one of only 14 states without any resolutions in support of the census effort.¹ Without statewide organization, county and city governments scramble to fill the organizational role.

Texas receives \$59.4 trillion from the federal government annually.² An undercount in Texas would be more than a missed opportunity to gain three more congressional seats. Missing just one percent of Texans would cost Texas \$300 million a year for the decade. That is the equivalent of losing the entire Section 8 housing program for the next ten years.³ For a state with more than 1.5 million children living in poverty⁴, any loss of federal dollars will be felt most among vulnerable populations.

Why is This Census Different?

While every census is a massive undertaking, the 2020 Census brings new and unknown variables to the challenges faced previously. For the first time, the Census Bureau will collect responses digitally. The online portal should create efficiencies for the Census Bureau, but it also threatens to leave uncounted hundreds of thousands of households without internet connections or technological prowess.⁵

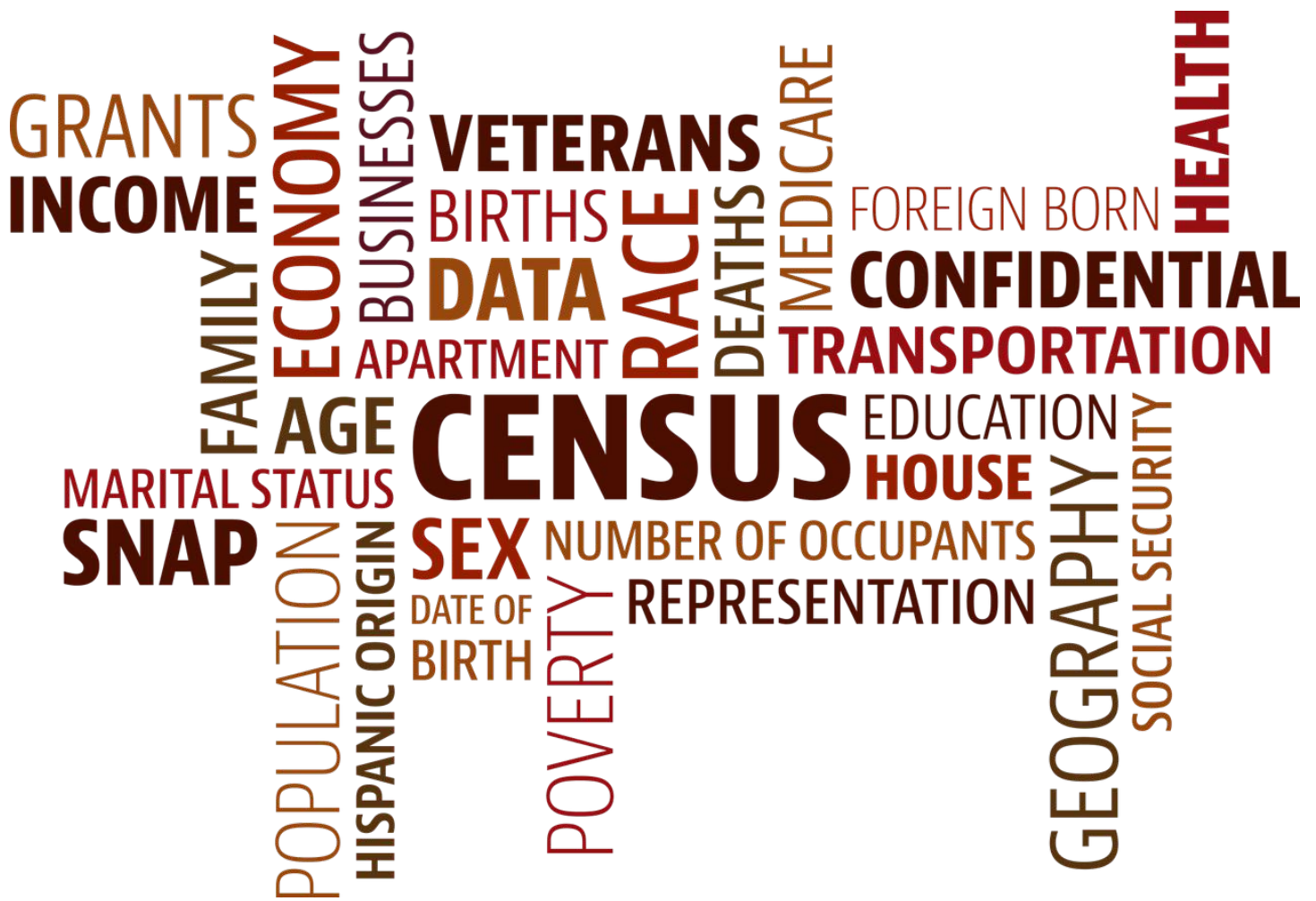
Missing just one percent of Texans would cost Texas \$300 million a year for the decade.

The introduction of online responses is not the only barrier to getting a complete count in 2020. The Census Bureau budget has been reduced forcing changes to the scope of on-the-ground assistance. In 2010, the Census operated 23,566 Questionnaire Assistance Centers (QACs).⁶ These assistance centers answered questions and helped individuals complete the census survey. A support hotline will replace the physical assistance centers for the 2020 census. The Bureau reduced its field offices by half, moving from 500 to 250. Making matters worse, hiring for the 2020 Census has been difficult due to low unemployment rates.⁷

A citizenship question will not be on the 2020 census survey. Nevertheless, the contentious court battle over its possible addition may result in under-reporting or non-response. One study using the American Community Survey noted that when a citizenship question was included, there was an observed 8% drop in self-response in households likely to include at least one non-citizen. Such a drop could lead to an overall undercount of 2.2%.⁸ Though the question will not appear on the 2020 survey, misinformation and mistrust is likely to shape who responds.

New Census, New Challenges for Libraries

The 2020 census should be easier to complete than ever before for those with adequate internet access and digital literacy skills. However, libraries have rarely had such an important role to play. The combination of the new digital platform and reduced federal funding, leaves libraries and community organizations to handle the bulk of questions and accessibility needs for the count.



The Senate Appropriations Committee recognized public libraries as an integral player in a successful census, urging

*the Census Bureau to conduct outreach to public libraries and other community technology centers to ensure that they are fully informed about the Internet self-response option for the 2020 Decennial Census and equipped to support residents in census participation.*⁹

The 2020 census efforts must help individuals overcome two major barriers to filing their census survey: information literacy and access to the internet and computers. Libraries are poised to play their largest role yet in the census.

Information Literacy: Fighting Fear and Confusion

Discussions around the library's role in the census often focus on public libraries, but all libraries contribute to promoting the importance of the census and dispelling misinformation. In 2010, Rutgers University Data Librarian Ryan Womack linked census information with college learning objectives to insure students understood key concepts.¹⁰ School libraries can engage with younger students in a similar way.

The Census Bureau has developed almost 70 lesson plans, three videos, and census maps for K-12 classrooms. For children below age five, a census sing-a-long and coloring book are available.¹¹ All of these materials are free to access and easily incorporated into library learning activities.

The combination of the new digital platform and reduced federal funding, leaves libraries and community organizations to handle the bulk of questions and accessibility needs for the count.

Public libraries across the country are participating in their communities' effort to dispel misinformation. Tulsa County Library is hosting Census Solutions workshops where residents work with the Complete Count Committee to build strategies for hard-to-count areas.¹² Some libraries are going even further. The Tompkins County Public Library in New York is working with the Latin Civic Association to ensure there will be enough language support for those who speak a language other than English.¹³

Here in Texas, public libraries in Houston, San Antonio, Austin, and Dallas have joined their local Complete Count Committees to help spread accurate information.

Libraries must use their public trust carefully. Fear, mistrust of the government, and previous cultural insensitivity all combine to make many hard-to-count communities wary of the census. Libraries involved in outreach around the census should take time to acknowledge such fear and mistrust. Messaging encouraging households to participate should be developed in partnership with community leaders and be crafted once such hesitations are understood.¹⁴

Access to Computers and the Internet

Awareness of and relative comfort with the census doesn't equate to completing the census survey. For many communities, the same factors that make it difficult to get an accurate count correlate with difficulty accessing the internet. The reasons communities might not have access vary, but rural areas, tribal lands, and low-income urban areas may lack even rudimentary infrastructure to obtain internet service. For 98% of individuals living in census tracts with poor internet access, there is a library within five miles of their home. Seventy-four percent of individuals in those census tracts live within a mile of a library.¹⁵ The connection libraries provide is critical for self-reporting in these communities.

Dallas Public Library and San Antonio Public Library both plan to designate sets of computers at each location for census filing.¹⁶ Dallas intends to educate staff about the census, what to expect, and how to help patrons find accurate information. In urban centers, Census workers and community partners can depend on nearby libraries where they can direct residents to complete their survey. Dallas Public Library and others plan to use community events as opportunities for residents to complete the census. Most urban areas in Texas already have Complete Count Committees, so libraries can easily join enumeration and education efforts.

Rural libraries must get a little more creative. For many rural residents, the closest library might be 50-60 miles away. In some rural areas, the census will send enumerators by helicopter to reach residents without a recognized mailing address or easy path to their location. The Montana State Librarian, Jennie Stapp, is mobilizing Montana libraries to serve as hubs for census filing. Stapp says of Montana libraries, "It's their job to know their communities," and she is relying on

those relationships to be strong enough to bring folks in.¹⁷ Montana libraries plan to use existing bookmobile programs to reach those unable to come to a library.

Texas libraries can take these ideas and integrate them into their current programming schedules. As with Montana libraries, Texas libraries won't see any additional funds to support census counts, so they will be forced to rely on their own resourcefulness. Luckily for the 2020 Census, resourcefulness is something libraries have in spades.

Heather Lowe is the adult services administrator at Dallas Public Library.

¹ "2020 Census Resources and Legislation."

² Andrew Reame, "Counting for Dollars 2020: Texas."

³ Andrew Reame.

⁴ Children's Defense Fund, "Child Poverty in America 2017: State Analysis."

⁵ Lynk, "Census 202: How Is This Census Different?"

⁶ Bill Lambrecht, "Libraries Fear Loss of Helpers on Census; As 2020 Goes Online, Worries Rise over Lack of Assistance Centers."

⁷ Norris et al., "Census Bureau Panel."

⁸ Brown et al., "Predicting the Effect of Adding a Citizenship Question to the 2020 Census."

⁹ "S. Rept. 115-275 - DEPARTMENTS OF COMMERCE AND JUSTICE, SCIENCE, AND RELATED AGENCIES APPROPRIATIONS BILL, 2019."

¹⁰ Baker, "Libraries Can Ensure Everyone Counts in 2020 Census."

¹¹ Bureau, "2020 Census in the Classroom."

¹² News, "Census Solutions Workshops Scheduled for Historically Undercounted Communities."

¹³ Viera, "Latino Civic Association of Tompkins County Prepares for 2020 Census."

¹⁴ Langworthy et al., "The Citizenship Question: What Happens Now?"

¹⁵ Center for Urban Research, "Public Libraries and the 2020 Census."

¹⁶ Bill Lambrecht, "Libraries Fear Loss of Helpers on Census; As 2020 Goes Online, Worries Rise over Lack of Assistance Centers."

¹⁷ Castro Lindarte, "The Census' Shadow Army."

LIBRARIES TRANSFORM[®] TEXAS WEEK

October 7 – 11, 2019

#LibrariesTransformTX

TLA[★]

TEXAS LIBRARY
ASSOCIATION

TLA is for you!

- Networking
- Advocacy
- Education

RENEW OR JOIN TODAY

www.txla.org

Are You Ready for libraries Transform Texas Week?

BY LUCY PODMORE

Mark your calendars and plan to celebrate the numerous ways libraries transform Texas! During the week of October 7 – 11 all libraries are invited to share how they transform their communities through innovative spaces, programs, education, technology, events, and more.

Libraries are the center of our communities – whether the community is a school, a campus, a neighborhood, a small town or a large city. They bring people together to learn, grow and connect in countless ways.

Help us spread the word about the transformative power of Texas libraries during the first **Libraries Transform Texas Week**. The TLA PR & Marketing committee has compiled promotional materials you can use during this week including:

- ☆ Libraries Transform Texas logo
- ☆ *Because* Statements
- ☆ Postcards
- ☆ Posters

We created videos featuring leaders from around Texas sharing how libraries transform their communities and will share one each day during Libraries Transform Texas Week. Hopefully they will inspire librarians to create and share their own short videos! You can also share your stories online. Visit www.LibrariesTransformTexas.org for more information and all of the materials.

Follow Libraries Transform Texas on Facebook (facebook.com/librarestransformtexas) and Twitter (@TX4Libraries), and use #LibrariesTransformTX in your posts.

Lucy Podmore is chair of the TLA PR & Marketing Committee and the librarian at Tom C. Clark High School, Northside ISD, San Antonio.

**LIBRARIES
TRANSFORM[®]
TEXAS WEEK**

October 7 – 11, 2019

Nominate a Deserving Candidate!

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

TLA Awards celebrate the creative and inspiring work of individuals, libraries, and supporters. Chances are you have someone in your library system or in your life that deserves an award for the work they're doing, the projects or programs they're leading, or the support they're giving 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

Benefactor
Distinguished Service
Libraries Change Communities
Librarian of the Year
Lifetime Achievement
Outstanding Services to Libraries
TLA Branding Iron Awards
Wayne Williams Library Project of the Year

Nominations for TLA Awards are open from September 15th through February 5th.

TLA SCHOLARSHIPS

Ray C. Janeway
TLA Summer School
Van Dusen-Kaiser-Halley
Vivian Greenfield Education Award
Walter H. Escue Memorial Scholarship

CONFERENCE STIPENDS

AGLHRT-Genealogy
Black Caucus
Cataloging and Metadata
College & University Libraries
District 3
District 4
District 8
Escue (paraprofessionals)
Genealogy (AGLHRT)
Junior Library Guild/Diversity & Inclusion Committee
Library Instruction Devin Zimmerman
New Members RT Professional Development
Public Libraries Division/Biblionix
Reference & Information Services
Small Community Libraries RT/Biblionix
Tocker Foundation

UNIT & PARTNER AWARDS & SCHOLARSHIPS

Distinguished Service for School Administrators (TASL)
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 Awards (SCLRT)
Shirley Igo School Library Collaboration (TLA & Texas PTA)
Standing TALL Award (TALL Texans)
Texas Youth Creators Awards
Upstart Innovative Programming
Young Adult Reading Incentive Award (YART)
Library Information School Scholarship (TASL)

GRANTS

J. Frank Dobie Library Trust
Jeanette & Jim Larson Grants (public library for mystery genre)
Texas Library Disaster Relief
Woll Memorial Fund

www.txla.org/awards

TLA★2020

A VISION FOR ALL TEXANS

TUESDAY

MARCH

24

WEDNESDAY

MARCH

25

TLA President's All-Conference
Party & Pub Crawl!



Great Ideas Lightning
Talks & Posters
TLA After Hours
featuring Nick
Offerman



General Session I featuring author
Lisa See
Opening Awards & Author Session
Black Caucus Round Table
Author Session
School Administrators Conference

EXHIBIT HALL

Featuring hundreds of exhibitors showcasing the latest in publishing, furnishings, technology, and so much more. Different activities will take place in the Exhibit Hall each day, so stop by often.

- Authors Area
- Hall Café and Snack Bar
- Innovation Lab (*includes Sessions at the Stage, demos all day, and two fabulous STEM mobile vehicles*)
- Small Library Resource Center

TUESDAY

3:45 – 6:45 PM

**Exhibit Hall Grand Opening
& Welcome**

WEDNESDAY

10 AM – 5 PM

THURSDAY

9 AM – 4 PM

Last day to visit the Exhibit Hall

CONFERENCE HIGHLIGHTS

THURSDAY

MARCH

26

FRIDAY

MARCH

27

Teacher Day @ TLA
Texas Bluebonnet Award
Author Session
Evening with the Authors
Black Caucus Round Table 30th
Anniversary Celebration
Cosplay Fashion Show

General Session II
Closing Author Session
TLA Membership Meeting

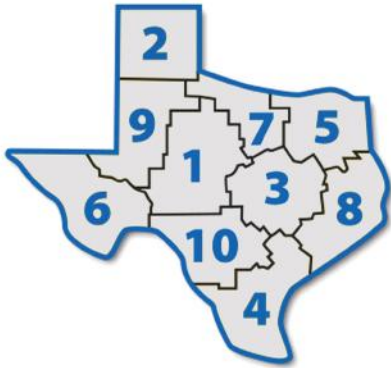
DAILY EDUCATION

- Career Center
- Education Sessions
- Collaboration Space
- Exhibitor Showcases
- Contributed Papers
- Hands on Labs

TLA★2020

Tuesday, March 24 – Friday, March 27
George R. Brown Convention Center | Houston, Texas
txla.org/annual-conference

REGISTRATION OPENS IN OCTOBER



TLA DISTRICTS' FALL MEETINGS

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.

Visit www.txla.org/district-meetings for more information and to register.

DISTRICT 1

October 5 | 3 – 5pm
Abilene Convention Center

DISTRICT 3

October 14
Austin Community College Eastview Campus

DISTRICT 4

October 31 (reception) & November 1 (meeting)
Embassy Suites, McAllen

DISTRICT 5

October 14 | 9am – 3:30pm
Meadows Conference Center, Dallas

DISTRICT 6

October 26 | 8:15am – 1:15pm
El Paso Community College, Transmountain Campus Library
Sponsored by the Border Regional Library Association, TLA District 6 and the REFORMA-El Paso Chapter

DISTRICT 7

November 8 | 8:30am – 4pm
Fort Worth Museum of Science & History

DISTRICT 9

October 19 | 9am – 3pm
Midland County Public Library (downtown branch, Community Room)

DISTRICT 10

November 1 | 8am – 3:30pm
John Peace Library, University of Texas at San Antonio

The District 2 meeting was September 24, and the District 8 meeting was September 28.

TLA EXECUTIVE BOARD CANDIDATE SLATE ANNOUNCED

The Nominating Committee is pleased to announce the following slate of candidates for the TLA Executive Board. Information about each of the candidates will be posted on the TLA website in the next few weeks. Elections will open in February.

President-Elect

Dan Burgard (University of North Texas Health Science Center)
Karen Hopkins (Retired)

At-Large (Special)

Peace Ossum Williamson (University of Texas - Arlington)
Tuan Nguyen (Mackin)

At-Large (School)

Michael Mendez (Fort Worth ISD)
Nicole Cruz (Sharyland ISD)

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★HOUSTON★

MARCH 24 - 27

TLA 2020 PACKAGES

Back for 2020, TLA's conference packages include your conference registration **and** annual individual TLA membership. You can also purchase the upgraded package that includes conference registration, membership dues, Opening and Closing Author Sessions, and Evening with the Authors. **Registration opens October 1 and these packages will be available until November 30.**

2020 CONFERENCE PACKAGE

- Annual TLA Individual Membership
- TLA Conference Registration
- \$525 mail-in registration*

**Register and pay online and save \$25!*

2020 CONFERENCE PACKAGE PLUS (quantities limited)

- Annual TLA Individual Membership
- Conference Registration
- Opening Author Session
- Evening with the Authors
- Closing Author Session
- \$710 mail-in registration*

WANT YOUR TEXAS LIBRARY STORIES TURNED INTO COMICS FOR #TXLA20?



Library Comic by Gene Ambaum and Willow Payne © Ambauminable LLC

Go to bit.ly/TLAComic to submit your stories to Gene Ambaum (*Unshelved, Library Comic*). He will turn his favorites into comic strips as we get closer to the Texas Library Association 2020 Conference in Houston! **Deadline is November 15.**

Your stories can be weird, wonderful, touching, terrifying, hilarious and/or heartwarming. If there's a story you love telling, please send it to Gene! Bonus points if yours is somehow a particularly Texas story.

Please don't include the names or physical descriptions of the folks involved (protect the innocent and the guilty). Gene doesn't need to know exactly where it took place, either. Just write out what happened and let him do the rest. Stories can be about events you witnessed, were a part of, or that you've heard about. (If Gene needs clarification, he'll email you.)

Multiple entries are fine. Those whose submissions are chosen will be notified via email and will receive signed print or two of the comic adapted from their story.

Legal-ish:

- You own the story you submit, of course.
- Your identity will not be revealed. (Gene protects his sources.)
- Ambauminable, LLC will own all rights to the comic strips adapted from stories submitted, which may include some of the language from your submission.

The Texas Library Association will use the comic strips to market TLA 2020. You should attend. Gene will be there because it's the best conference of the year, plus there's barbecue. To see Gene's latest comics visit www.librarycomic.com.



A-Z TRAINING BACK FOR 2020

A-Z Training for Your Library Team is a comprehensive online program which explores the roles and responsibilities for library specialists in all types and sizes of libraries. There are eight programs in the 2020 series, each an hour in length. All webinars in the A-Z series are updated annually and provide participants with a rich visual PowerPoint and a presentation handout for libraries to personalize to meet their needs.

The first A-Z webinar, *The Big Picture: Crucial Roles for Library Specialists in 2020* was September 25. Future workshops (typically one per month) include:

- Supervising, Managing, and Leading for Library Specialists
- Communication in the Workplace
- Dealing with Difficult Situations
- Children's Services for Library Specialists
- Collection Development for Library Specialists
- Introduction to Project Management
- Keeping Up with Trends

Visit www.txla.org/az-training to learn more and to register for upcoming webinars.



Pictured l-r: ALA President Loida Garcia-Febo, Pat Smith, Award Chair Susan DiMattia

CONGRATULATIONS!

Pat Smith, TLA's retired executive director, received the 2019 Ken Haycock Award for Promoting Librarianship at the ALA Annual Conference in June. This prestigious award, which acknowledges exceptional contributions for promoting the field of library science, reflects her accomplishments and service to the profession. During her 30+ year tenure, TLA launched a series of leadership programs, including the Executive Leadership Immersion and the TALL Texans leadership programs, focusing on leadership development for librarians across Texas to assume critical roles in the management of their libraries.

ALA LAUNCHES NATIONAL CAMPAIGN AGAINST E-BOOK EMBARGO

The American Library Association (ALA) and Public Library Association (PLA) announced a public campaign in response to recent efforts to limit library access to e-books. In a press conference held at the Nashville Public Library during the 2019 Digital Book World conference, ALA debuted an online petition at eBooksForAll.org for members of the public to urge Macmillan Publishers CEO John Sargent to reverse the proposed embargo on e-books sold to libraries.

ALA has denounced Macmillan's embargo and mobilized opposition to it using the social media hashtag #eBooksForAll since the publisher announced the embargo in July.

Under Macmillan's new pricing model, a library may purchase one copy upon release of a new title in e-book format, after which the publisher will impose an eight-week embargo on additional copies of that title sold to the library. The additional copies will then be available for two years of access. The embargo is set to go into effect November 1, 2019.

BECAUSE EBOOKS
LET YOU FIT
A WORLD OF
LITERATURE IN
YOUR POCKET.

LIBRARIES
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ALA American Library Association



TLA webinars are FREE to members. All webinars are recorded – a link to the recorded version is sent to everyone who registers. Visit www.txla.org/webinars for more information and to register. All times listed are Central Time.

OCTOBER 2

12–12:30 PM

TASL LUNCH & LEARN: GAME CHANGER - INCREASING BOOK ACCESS FOR ALL STUDENTS

Join Richardson ISD librarians, Judy Boone and Vanessa Hartigan, as they dive into the tenets of *Game Changer*, the latest book by Donalyn Miller and Colby Sharp. Participants will learn key messages from the book, and consider ways they can help shift the mindset about student reading and book access on their own campuses.

OCTOBER 4

2:30–3 PM

TLA TALKS

Join TLA President Cecilia Barham at this online meeting to get the latest news on TLA activities, events, and more!

OCTOBER 9

12–12:30 PM

TASL LUNCH & LEARN: TEACHING DIGITAL CITIZENSHIP

This session will provide librarians with information on how to provide students with the necessary information about the world of digital citizenship.

OCTOBER 16

12–12:30 PM

TASL LUNCH & LEARN: CREATE A DISTRICT BOOK COMPETITION ON A SHOESTRING

Learn how to implement a successful District Wide Book Competition for upper elementary students with limited resources. Step by step instructions will be shared.

OCTOBER 23

12–12:30 PM

TASL LUNCH & LEARN: USING SOCIAL MEDIA AS ADVOCACY

Participants will learn how to share what awesome things that they are doing in their library to advocate for themselves and their libraries, as well as how to advocate for a larger budget.



OCTOBER 30

12–12:30 PM

TASL LUNCH & LEARN: NESTFLIX

I have been streaming the Decorah Eagles nest via [explore.org](https://www.explore.org) in the library daily. Streaming this nest has unfolded a variety of activities (reading, math, science, and research skills) with my students. Students have been very engaged in the learning process and I believe it is because they are learning about something they have a personal/daily connection to here at school. The teachers are very excited and have taken this adventure to their classrooms as we wait for the eaglets.

NOVEMBER 1

2:30–3 PM

TLA TALKS

Join TLA President Cecilia Barham at this online meeting to get the latest news on TLA activities, events, and more!

NOVEMBER 6

12–12:30 PM

TASL LUNCH & LEARN: IF YOU GIVE A LIBRARIAN A COMMUNITY

Whether they're operating a summer bookmobile, putting books in hospital waiting rooms and laundromats, or teaching teen parents about reading aloud to their children, discover how a group of librarians from a rural school district lead beyond the library by going out into the community.

NOVEMBER 13

12–12:30 PM

TASL LUNCH & LEARN: INCREASE FONT SIZE TO INCREASE STUDENT LITERACY

This session will share the latest research about large print, a proven solution for striving and reluctant readers.

NOVEMBER 20

12–12:30 PM

TASL LUNCH & LEARN: POETRY PLAYGROUND

Learn how to make a playground of thinking about, analyzing and creating poetry in 10 stations. A high school instructional coach and high school librarian collaborated to make 10 stations to allow student choice in poetry exploration and learning experiences with 16 top poems. We will provide instructions for the stations, lists of supplies needed and how it works. It was a huge hit from on-level learners to Pre-AP students from 10th-12th! A fun, interactive option to celebrate National Poetry Month.



DECEMBER 4

12–12:30 PM

TASL LUNCH & LEARN: THE CONNECTED LIBRARY

Richardson ISD school librarian, Judy Boone, and elementary classroom teacher, Erica Hoyt share their library-to-classroom collaborations that have improved student achievement, enhanced lesson planning, increased instructional support, and ramped up student engagement. Successful student projects that support instructional objectives in the classroom and library will be shared. Content areas include reading, social studies, research, EdTech, digital citizenship, and more!

DECEMBER 6

2:30–3 PM

TLA TALKS

Join TLA President Cecilia Barham at this online meeting to get the latest news on TLA activities, events, and more!

DECEMBER 11

12–12:30 PM

TASL LUNCH & LEARN: TEACHER LUNCH AND LEARNS

Learn about hosting quick and fun lunch and learns for teachers and school staff.

DECEMBER 18

12–12:30 PM

TASL LUNCH & LEARN: RUBIK'S CUBE LENDING LIBRARY

Borrowing a set of Rubik's cubes from their lending library offers several STEAM opportunities. I started off with researching the cube, working on solving the cube via reading procedural text or watching videos, designing mosaic art out of a collection of cubes, and finally challenging students to solving the mosaic for a display (used 70ish cubes). During makerspace time students often choose to try to solve a cube. The possibilities the cube offers are so engaging!

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