

MO INFO

NEWSLETTER OF THE MISSOURI LIBRARY ASSOCIATION

September 2011

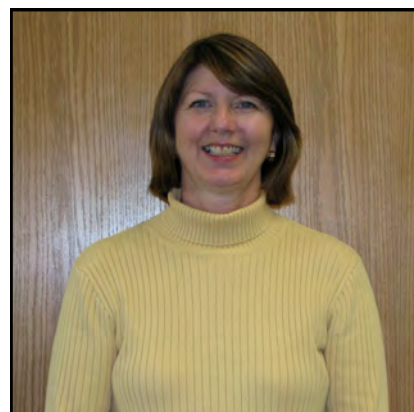
Volume 42, Number 5

September Updates

As you will notice from reading this issue of *MO INFO*, the MLA Annual Conference is quickly approaching. The officers and chairs of the divisions, special interest groups and committees have worked throughout the year to bring an outstanding group of speakers and presenters to the conference. More information about the programs can be found throughout this edition.

I want to take this opportunity to let you know the issues discussed or approved at the Board meeting in July, including:

- Approved negotiating a one-year contract for management services with Missouri Library Network Corporation.
- Appointed a committee of Marian Davis and Chris Pryor to work with the Public Relations Committee to develop policies and procedures for MLA to receive and distribute charitable donations to libraries or librarians.
- Approved the 2010 financial review. MLA ended the year with \$101,326 of net assets (including \$29,530 in the Bohley and Schmidt funds). This is a significant increase of our assets from 2009.
- Clarified the policy regarding registration for guest speakers at the conference.
- Approved minor changes to the bylaws, which will be presented to the membership at the annual meeting.
- Accepted the slate of officers recommended by the Nominating Committee. Additional nominations from the membership can be made to the Nominating Committee.
- Approved new bylaws for the Reference and Government Information Special Interest Group.



You are always welcome to attend the Board meetings in person or by videoconference. A list of the remaining 2011 dates and locations is available on the MLA website.

This is also the time of year that the incoming President, Glenda Hunt, is beginning to gather names of members interested in serving on committees for 2012. Joining a committee is an excellent way to understand MLA and meet fellow colleagues from across the state. Much of a committee's business can be done via email, which enables staff from all sizes and types of libraries to participate. Please contact Glenda or me if you are interested.

Karen Hicklin, MLA President
hicklink@trailslibrary.org



Missouri Library Association — 2011 Annual Conference
October 5-7, 2011 | Kansas City, Missouri

Conference Reminders

Before your journey to Kansas City, check out all the information about [Annual Conference](#) on MLA's website. In addition to registration, accommodation, and transportation information, you can find other details to help you plan your conference activities.

See the listing of [Trade Show Exhibitors](#), including booth numbers and links to company descriptions. Go to [Conference Events](#), for the session schedule, conference speaker information, dining options, and more.

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The most recent issue as well as back issues of *MO INFO* can be viewed on the MLA membership web page at <http://molib.org/membership/index.html#moinfo>.

Advertising is accepted and rates are available upon request; send your inquiries to Amber Donaldson at abdonaldson@gmail.com. Article copy submitted by email to Kristine Helbling at helbling@wustl.edu. You are encouraged to include digital photos and graphics with your articles, which will be included on a space-available basis.

Article and Advertising Submission Deadline: 15th of the month preceding publication.

MO INFO Submission Guidelines

MO INFO is produced by the Publications Committee. To facilitate the Committee's production process, please follow the submission suggestions below.

Article format:

- Microsoft Word document
- Include desired headline and your contact email and role in MLA
- Include digital photos (with captions) and graphics with your articles as desired

Article and Advertising Submission Deadline: 15th of the month preceding publication.

Article copy submitted by email to Kristine Helbling at helbling@wustl.edu.



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MLA 2011 Performer's Showcase: Everything's up-to-date in Kansas City

This year's MLA Performer's Showcase will be filled with fun and excitement! It's been a challenging project as we endeavored to go paper-less this year for the registration process. Thanks to the internet and the added efficiency of the process, we were able to reach a large number of performers we might otherwise have missed, and had so many applicants, we found it difficult to pare down the selection for the line-up of folks who actually get to perform.

The set-up this year is as it has been in the past, with performers buying table space around the exhibit hall, and audience members having ample opportunity to visit before, during and after the actual showcase. This year's event will also feature a round table discussion for participating performers following the showcase. It will be hosted by veteran library performer Jim Cosgrove and his lovely wife Jeni who runs Hiccup Productions, Inc., a company that books children's acts all over the country.

The showcase entails 14 performers each receiving eight minutes to highlight the best of what they have to offer children and teen audiences in school and public library settings. We hope you agree that we achieved our goal of offering a wide variety, with particular attention paid to new and upcoming performers who are not as well-known to our audience.

We had applicants from all over the Midwest and east coast, and are thrilled at the promise of a fun and fast-paced morning with efficient and swift transitions! It will be a challenge at some points, particularly with people dressed up in Civil War-era garb, magicians, musicians, and mad scientists in the house. We even have an escape artist!

Be sure to check out this year's Performer's Showcase at the 2011 MLA Annual Conference in Kansas City on Friday, October 7 from 10:00 a.m.-noon. Even if you can't make the showcase, be sure to check out the Official Performer's Showcase Guide that will be included in everyone's conference registration bag or check us out on the web <http://molib.org/conference/ps.html>.

See you in Kansas City!

Clare Hollander & April Roy, Co-Chairs
Performer's Showcase Committee
clarehollander@kclibrary.org
aprilroy@kclibrary.org

YASIG Conference Sessions

The Young Adult Services Interest Group (YASIG) is sponsoring several exciting sessions at this year's conference:

- YASIG Breakfast, featuring 2011 Newbery winning author Clare Vanderpool
- *Complete Overhaul: A Teen Space Renovation*, presented by Rebecca Power and Kim Fletcher
- *Envisioning the Teen Literature of Tomorrow: YA Authors Speak*, featuring authors Elizabeth Bunce, Antony John, and Jennifer Brown
- *Keeping Up with YA* (new YA books and audiobooks), presented by Jamie Mayo and Sarah Bean Thompson

YASIG is also a secondary sponsor for these presentations:

- *My Info Quest: A Collaborative SMS-based Text Reference Service*
- *Reference to Go: An Innovative Public Library Outreach Program*

Sarah Wood, MLA Member
swood@slcl.org

MLA's Featured Librarian: Sarah Bean Thompson, Youth Services Manager, Springfield-Greene County Library District

Q: Please tell us a little bit about yourself.

A: My name is Sarah Bean Thompson and I'm the Youth Services Manager at The Library Center in Springfield, MO. I oversee both the Teen and Children's Departments of the library, and I have a great staff that supports youth services and provides wonderful programs for kids and teens. I help out with toddler story time, some teen programs, and my passion is reader's advisory. I've been the Youth Services Manager for just a few months (I started in May). Previously I was the Young Adult Librarian at The Library Center for three years. I also worked in children's for a year before that.



I graduated from the University of North Texas with my MA in Library Science and my undergrad degree is in Communications/Radio from Olivet Nazarene University. During college, I wanted to be a radio deejay and then in music business. I'm not sure how exactly my path to librarianship came about. After college I came across the ALA "So You Want To Be A Librarian?" website. I read the site and thought, "This sounds perfect—why didn't I think of this before?" So when I moved to Springfield in 2006, I immediately applied at the library and was hired to work in the children's department. Being a librarian is my dream job and it fits me so perfectly. In fact, my first word was "book," so I think I knew I was meant to be a librarian even as a child!

I'm a member of ALA, Association for Library Service to Children (ALSC) and Young Adult Library Services Association (YALSA) in addition to MLA. I just finished a term on the Gateway Committee for Missouri Association of School Librarians (MASL). I'm currently serving on my second term for YALSA's Fabulous Films for Young Adults Committee and will start a term on the 2013 Printz Committee in January.

Q: What do you like most about being a Youth Services Manager and what are the biggest challenges in your job?

A: I love working with kids and teens. I love reading children's and YA lit and helping a reader find the next book they're going to love. I also love seeing the kids and teens come in and build a relationship with the library and the librarians. I get to gush over Harry Potter and geek out to Wizard Rock bands, or read comics and then suggest them to a reader who is looking for a book like Wimpy Kid, or dress up in a prom dress for a Masquerade Ball. Every day I'm amazed at the stuff I get to do-and get to call it work!

The biggest challenge I face is marketing to kids and teens. We serve a busy population, and I think very often the library gets overlooked for programs, especially once they're tweens and teens. They think of us for storytime and that's it—and we have so much more to offer! Finding the right time to reach busy kids so that they can come to a program or event at the library can be hard. Also, we're in a location that is very dependent on transportation, so we have to take that into consideration when planning programs. Will the kids be able to get here? Will this be something parents would be willing to drive them to? We have to compete with so much else going on in their lives, and we always have to market what the library has to offer.

Q: Tell us about your blog, *GreenBeanTeenQueen*: How did it start, why do you do it, and what kind of response are you getting?

A: I started my blog in 2008, but didn't really start consistently writing on it until 2009. I started the blog because I wanted to review books I was reading and have a place to keep track of everything I'd read. It was also a great

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place to compile a bunch of books for book talks. I'd seen other blogs and thought, "I could do that!" so I did. I never imagined the response I would get. I have around 1500 followers, which amazes me. I never thought people would actually read my blog, and I'm still surprised when they do. I get recognized at ALA conferences and at other libraries because of my blog, which is always surprising and makes me laugh a little that people even know who I am—I mean, I'm just me, I'm not that cool! But the response to my blog has been overwhelming and continues to be. It's been a wonderful way to connect with other readers, librarians, and authors. The blogging community is so fun to be part of it, and I love connecting with other readers who are passionate about the same things you are.

Q: If you were to hire a Children's or YA Librarian what skills and/or qualities would you look for in a candidate?

A: First off, I would look for someone who is passionate and excited about children's and YA services in the library. I also would look for someone who knows children's & YA lit and keeps up with it—what are they reading? What books would they recommend for various ages and genres? Reader's advisory is such an important part of youth services, and I think it's important that if you work with that age group, you need to keep up with the literature. I would also ask about their ideas for programs as programming is another key part of youth services. You want someone who is creative and flexible with programs.

Q: Why are you involved in the Missouri Library Association?

A: It's important for networking and meeting other librarians who are doing what you do. Librarians can't function alone—we need support from others. It is so important to have that support from other librarians who you can bounce ideas off of and gain new ones. I love meeting other librarians who share my passion for youth services and who don't think you're crazy for the books you read or the programs you plan. Those connections are invaluable!

Do you know of a library or library person deserving of some recognition? MLA would like to showcase their achievements! Send a short blurb and/or image(s) to the MLA Membership Committee:

lpirondi@stchlibrary.org.

Laura Pirondi, MLA Membership Committee

lpirondi@stchlibrary.org

MLA President-Elect Candidates: A New Wave of Leaders

The 2011 MLA election ticket is headed by two candidates for President-Elect. Both of these young women have five years or less of experience as a professional librarian (see candidate statements in this issue). Clearly this organization has provided them with opportunities to demonstrate their abilities and qualifications for a highly responsible and visible position. The Missouri Library Association provides an ideal environment for nurturing the next generation of library leaders. MLA's volunteer structure and wide range of committees and special interest groups create opportunities for extensive participation and leadership. And, as this election demonstrates, MLA not only attracts new talent, but promotes that talent into its most prestigious positions.

MLA's Annual Conference, workshops, and the course offerings of the Continuing Education Calendar (in conjunction with the Missouri State Library) supply members with professional development opportunities.

Annual Conference and workshops also provide networking opportunities, and members may also network with colleagues through casual, regional lunch meet ups and happy hours. When it's not possible to meet in person, MLA's various email discussion lists help membership stay current and connected.

Cynthia Dudenhoffer, President-Elect

(1 year as President-Elect, 1 year as President)

Director of Information Resources
Central Methodist University
Fayette, MO

MLA Activities: MACRL Recorder & Vice Chair (2010-11); ACRL Chapter Councilor; Public Relations Committee Member (2009-11); Conference Registration Co-Chair (2009); MLA Member (2005-current); Conference Presenter (2009-11); MLA Outstanding New Librarian 2009

Additional Professional Activities: MOBIUS Executive Board Secretary; ACRL BBB Chair; RUSA CODES Selection Committees; ALA Emerging Leader 2009

I am honored to be nominated for MLA President-Elect for 2012. I have been a member of MLA since I started library school and continue to discover so much about our profession from this resilient and committed group. MLA has undergone some amazing changes over the past 2 years, and it is my wish to continue this positive growth. I will bring energy and enthusiasm to the MLA Board, as well as experience garnered from working in both large and small academic libraries, a public library, and on an executive board. I hope that we can continue to focus on building membership from all types of organizations and on reinforcing the value of libraries in the state of Missouri as we continue to struggle with tough economic times. With the contributions of all MLA members, we can continue as a strong, vibrant organization, facilitating the success of librarians and librarians.



Carol Smith, President-Elect

(1 year as President-Elect, 1 year as President)

Assistant Professor of Library Services / Technology Initiatives Librarian
James C. Kirkpatrick Library, University of Central Missouri, Warrensburg, MO

MLA Activities: RISSIG Recorder, Vice-chair, Chair (2007-2009); Executive Board Member-at-Large (2010-2011); Web Committee (2010-present); Chair 2011-present; Webmaster (2011-present); MACRL steering committee member (2010); Co-facilitator, Emerging Technologies Taskforce (2010-present); Participation in Library Advocacy Day (2010-2011); Outstanding New Librarian Award (2008).

Additional Professional Activities: ALA RUSA BRASS Publications Committee Chair, 2010-2012 (member 2007-present); ALA RUSA Update BRASS Notes Section Editor (2009-present); ALA Emerging Leader (2009).

Statement:

In 2006, just three days after I landed in Missouri to commence my first library position, I was whisked off to an MLA conference. MLA was thus my very first experience as a librarian and it has continued to serve as my preferred forum – my home, really – for keeping up with trends, sharing ideas, and contributing to our profession.

I have come to know and love MLA through many activities and positions of leadership, and wish to now put that accumulated knowledge to work by serving as your president. MLA has become a much stronger organization over the past two years; as president, I will dedicate myself to furthering that trend.

In particular, I seek to encourage broader participation among MLA members of all types, as an organization is only as strong as its active membership. **I am proud** of my role in initiating and coordinating MLA's highly successful regional networking program, particularly since – with just a little upfront organization - the program developed organically via the independent, decentralized actions of members throughout the state. I will devote my term to developing similar opportunities for members to connect with each other and get involved in fun and informative ways. It's your organization, and you can help shape it!



John Furlong, Member-At-Large (1 year term)

Senior Manager for Campus Library and Instructional Resources
St. Louis Community College at Florissant Valley
Ferguson, MO

MLA Activities: John has served the Missouri Library Association as a Member-at-Large and as a member of the Task Force charged with reorganizing the structure of MLA. Currently he serves on the Library Legislative Committee and chairs the Awards Committee.

Other Professional Activities: John is a member of ALA and serves on committees in the Library Leaders Management Association, the International Relations Round Table and the Academic and College Research Library divisions. He is also a member of the Missouri Community College Association.



John received his BA in History from Murray State University and his MLS from the University of Missouri. John is proud of his time spent volunteering in Nicaragua helping to establish the country's first lending libraries. He also helped to create the first school and community library in La Labor, Guatemala, for the Maria de Mattias Education Center. John would like to continue his involvement with MLA by serving as the academic representative to the Board for the upcoming year.

Stephanie D. Tolson, Member-at-Large, 1 year term

Dean of Learning Resources
St. Charles Community College
Cottleville, MO

Professional Memberships: ALA, ACRL, MLA, MACRL, and SLA

MLA Activities: Member (1994- present); 2011 Conference Site Selection Committee; 2008 Conference Coordinator; Legislative Committee Member (1997-2001); Recorder, Vice Chair, Chair of Technical Services Committee (during the 1990s)

Statement:

I am dedicated to advance library services to meet the needs of library patrons. I enjoy working with library staff, students, faculty, and the community and take pride in providing educational, economic and technological access to information. The Missouri Library Association serves a diverse group of library professionals (school, public, academic, and special) who deserve to be represented by someone who is can look at the big picture and help make decisions that will benefit the whole state. I am willing to serve my fellow librarians in this capacity. When elected it will be my honor to be your Member-at-Large.

Susan Wray, Member-At-Large (2 year term)

Assistant Director of Libraries at Mid-Continent Public Library
Independence, MO

I was on the MLA Task Force to look at the organizational structure of the Association. Everyone on the committee took their role and the task at hand seriously. As part of that team, I would like to service on the Board in its new format to help assure the format is successful.

I have served on the Board in various capacities and have been involved in MLA for almost 20 years attending all but a few annual conferences. I believe my past experience and involvement along with the work on the task force will mesh well with others running for office and currently on the Board.

I look forward to the formation of communities of interest and working with those groups, assisting in whatever way I can at the 2012 conference in Springfield, and continuing the work of the Association.

Keri Cascio, Member-At-Large (2 year term)

Branch Manager
Kisker Road Library
St. Charles City-County Library District

MLA Activities: Member, Bylaws & Handbook Committee, 2011; Member, Task Force to Examine MLA's Structure, Governance & Organization, 2009-10; Officer, Technical Services Special Interest Group, 2007-10

Additional Professional Activities: ALCTS, Member, Continuing Education Committee, 2009-13; ALCTS, Member, Midwinter Symposium Committee, 2010-2012; Vision St. Charles County Leadership, 2010-11; ALCTS, Member, President's Program Committee, 2009-10; ALCTS, Member, Education Committee, 2008-09; ALA, Member, Task Force on Electronic Member Participation, 2007-09; ALCTS, Intern, Board of Directors, 2007-08; ALA, Emerging Leader, 2007

**Statement:**

I was honored to serve as part of the Task Force to Examine MLA's Structure, Governance & Organization. During our meetings, we strove to create a dynamic organization that gave more power and responsibilities to the members it serves. As MLA moves towards this new organizational structure, it's more important than ever for members to get involved with the association. I've always been amazed at what we can achieve as MLA members and volunteers, from programming at conferences to legislative action. Together, we can continue to build strong relationships between all types of libraries across the state and with ALA. As Member-At-Large, I would bring my energy for collaboration and innovation to the MLA Executive Board and our member community.

**April Roy, Member-At-Large (2 year term)**

Youth Librarian
Kansas City Public Library, Plaza Branch
Kansas City, MO

Statement:

I can still remember the day that I decided that I should become a Librarian. It was a decision that I am so glad that I made. Since that important day, I have been working hard to learn and grow in this profession. My time working as a student in the MSU Library and working in Missouri's Public Libraries has given me a great satisfaction. I became involved with MLA as a student member and I was proud to be sponsored by MLA for the ALA Emerging Leaders Program. That training along with other national experience has given me the skills needed to pay back MLA for providing me with numerous opportunities early in my career. It has been a pleasure to serve on the Awards Committee, Building Block Book Award Committee and to move up the ranks to Chair the Public Library Division. I enjoyed my time serving on the MLA Board during the restructuring year and I am so proud to see how well MLA has done. I would love the opportunity to continue my service and continue to watch this amazing organization grow.

Gerald Brooks, Member-at-Large (2 year term)

Director of Marketing and Public Relations
St. Louis Public Library, St. Louis MO

Library Service:

Appointed by state librarian to Missouri Library Marketing Task Force (1999); MLA Legislative Committee (to present); MLA Federal Legislative Coordinator (to present)

Board Service:

Press Club of Metropolitan St. Louis, Double Helix Corporation, First Night of St. Louis, Women's Safe House, St. Louis Society for the Blind and Visually Impaired (chairman), St. Louis Community Credit Union (chairman), African Heritage Association of St. Louis (chairman), Friends of the 150th Anniversary of the Dred Scott Decision (co-chair)



Statement:

I am running for the MLA Board position of Member-At-Large because I strongly believe in the work MLA does. As a long-time member of the Legislative Committee, I support the role MLA plays across Missouri. MLA is an important association that takes the concerns of Missouri's libraries and librarians to Jefferson City and Washington, D.C. It is a viable organization that, as state and local budgets shrink, fights for the common good for libraries and librarians. However, my previous work with MLA has made me realize that there are still many avenues that need attention. I believe I can help all genres of librarians be better at serving an ever-growing diverse population within the State. I hope to be part of the decision-making process that will lead to a bigger, stronger advocate for libraries and the citizens of our State.

Regina Greer Cooper, Member-At-Large (2 year term)

Executive Director
Springfield-Greene
County Library District
Springfield, MO



Regina is a native of Cornersville, Mississippi., and a graduated with her MA in library science from Peabody College, part of Vanderbilt University. She received her BA in education in 1975 from the University of Mississippi.

Her honors include: Beta Phi Mu, Phi Kappa Phi, Kappa Delta Pi and Alpha Lambda Delta; Springfield (MO) Business Journal's 12 To Watch in 2010

Her professional activities include: American Library Association; Public Library Association; Rotary Club of Springfield, Missouri.; Community Leadership Forum, Springfield, Missouri.

Brandy Sanchez, Member-At-Large (2 year term)

Regional Services
Librarian
Daniel Boone Regional
Library
Columbia, MO



Statement:

I am proud to work for the Daniel Boone Regional Library as a Regional Services Librarian. Prior to this position, I coordinated statewide training opportunities as the Continuing Education Consultant for the Missouri State Library. In addition to my work experience, I served on the 2010 Caldecott Committee and I am a contributor to ALSC's new edition of *Popular Picks for Young Readers*. I joined MLA over five years ago while pursuing my MLS at the University of Missouri-Columbia. This past year I have had the privilege to serve as the Association's secretary. This position on the Executive Board has afforded me the opportunity to witness firsthand the resiliency and dedication of its membership during a time of great change. As a Member-At-Large, I promise to be an active listener and give voice to the ideas, questions, and concerns of the membership. I also hope that my previous experience on the Board will provide continuity in leadership as we transition to a new form of governance. It would be a great honor to serve MLA in this capacity and I thank you for your support!

ALA Councilor's Report: ALA Issues Action Plan on EQUACC Task Force Recommendations

ALA Executive Director Keith Michael Fiels has issued his promised report discussing steps and progress in implementing an Association-wide strategy for addressing digital content issues, as well as assisting libraries in the evaluation and adoption of new digital formats and content. The structure and activities are based on the recommendations of the Task Force on Equitable Access to Digital Content (EQUACC) presented to ALA Council in New Orleans.

Supporting the "transformation" of libraries is now an Association priority (*ALA 2015 Strategic Plan*) and the rapid shift from print to digital content is certainly one of the most dramatic developments transforming libraries of all types. While e-books are currently attracting a great deal of attention, they are only part of the overall digital content environment for academic, public, and school libraries.

A number of ALA groups have been formed over the last several years to address particular issues and respond to particular events within the broad digital content environment, but a more "holistic" approach was clearly needed. The structure and activities are based on the recommendations in the Task Force report. A brief description of each implementation/activity area is provided, along with information on the status of the activity.

In most instances, the Task Force recommended that additional resources be allocated for each activity. Keith says that this is currently not possible due to the very tight ALA financial picture, so this plan instead moves all the recommendations forward by identifying some limited additional resources, through use of existing staff, and through Association-wide strategies involving collaboration among many different units and member groups.

1. A permanent home in the ALA organizational structure

Blue Ribbon Working Group (BRWG)

A special Blue Ribbon Working Group will be established that brings together the expertise and experience of member leaders to advise ALA on matters related to digital content. Group members will consist of nationally recognized experts, representing all types of libraries and the widest possible range of interests and constituencies. ALA President Molly Raphael will make appointments in early September. The current Office for Information Technology Policy (OITP) E-Book Task Force will be repositioned within this new structure.

Project Management

The Office for Information Technology Policy (OITP) will provide staff support for the program and initiatives. OITP is exploring a team approach, as well as partnering with designated staff in other units, including the divisions and offices, to provide lead support for specific program components. OITP Director Alan Inouye will serve as the initial program manager.

Because the issue of digital content impacts every type of library and virtually every corner of the Association, it is crucial that all of ALA's committees, divisions, round tables, interest groups and affiliates participate. There will be face-to-face meetings at Annual, Midwinter, virtual meetings, and online discussions on an ongoing basis. The general membership of ALA will be invited to help outline priorities for action by participating in face-to-face and virtual "Town Hall" meetings.

2. Environmental Scan

The EQUACC Task Force began the development of an environmental scan by gathering information on existing studies and other resources. This work will be augmented and organized for greater ease of access via the Digital Content portal (see the "Sharing Best Practices" section of this report).

Beyond the continued gathering of information on the many existing studies and reports on e-books and other digital content issues and the creation of an authoritative resource for those seeking information on the world of libraries and digital content, the Environmental Scan needs to provide two types of analysis.

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The first would be a “snapshot” of the current state of digital content in libraries. The second would be identifying key issues and trends and their implications in terms of policy.

These analyses would need to be updated on a regular basis, given the rapidly changing nature of the digital environment. Work on the information-gathering component of the Environmental Scan will be coordinated by the ALA Knowledge Management staff and OITP; ALA Publishing could partner in the development of specific analyses and reports. The goal is to have the baseline Environmental Scan ready by Midwinter.

3. Economic analysis of licensing models

Work is underway on an economic analysis of business models in a shared information environment in order to be able to better understand the advantages and disadvantages of various models for individual libraries and consortia. The analysis will be prepared by an experienced economist, with a subgroup of the Blue Ribbon Working Group providing guidance as the study is developed. 2015 Initiative funding has already been made available for this project, and OITP is in the process of selecting the economist. The study will be completed in the fall of 2011.

4. Communicating/publicizing library and e-content issues

Messages/Talking Points/Principles

We need to clearly articulate what the Association is seeking to achieve in its communication and public awareness efforts and in its dealings with content providers. While the specific circumstances and technologies may change, our basic principles need to be as clear as possible in discussions with vendors, aggregators and other digital content providers, in communicating with the public and when the ALA President speaks with the media. Work is underway on a preliminary statement of principles which will be ready in mid August. The BRWG will continue the further development of these principles as it begins its work in the fall.

Public Awareness

The public needs to be made aware of issues related to libraries and digital content, including the potential impact of the transition from print to digital content and the potential threat to equitable access to library resources. More importantly, the public needs to become aware of the fact that libraries are increasingly making a wide range of e-resources available. The perception of libraries as simple repositories of print materials no longer reflects reality. The ALA Public Information Office (PIO) will work with the Blue Ribbon Working Group and OITP's Alan Inouye to identify key messages and a communication plan to reach out to the national media.

Conversations with Publishers and Other Digital Content Providers

Conversations with publishers and other digital content providers can help communicate the Association's position and library needs to these entities. ALA's ability to negotiate or “broker” industry-wide agreements is strictly limited by anti-trust law, as is the ability of the publishers themselves to enter into any joint agreements. With many publishers currently exploring various options and alternatives, conversations with publishers can help increase their awareness of the needs of libraries and models that may or may not meet these needs. EQUACC members and the ALA President have already held some exploratory conversations with publishers and further discussions are being scheduled with the OITP E-Book Task Force.

Conversations with Strategic Partners

ALA is working to identify and reach out to partners who can help us to achieve our policy and marketplace goals and to communicate our principles and the needs of libraries.

Conversations with Members

Open ALA Connect groups will be formed around the topic and program components (such as the economic analysis and environmental scan) so that all ALA members interested in the topic can participate in the dialog and discovery. A new Digital Content ALA Connect group will launch in August and additional Connect groups will follow as other components are launched.

5. Accessibility

The Accessibility Assembly is a standing ALA group that brings together representatives from all ALA

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constituencies to address issues related to library services for the disabled. The Association of Specialized & Cooperative Library Agencies (ASCLA) serves as the coordinating entity for the Assembly and is the most natural “home” for this effort. The Assembly and ASCLA will work closely with the Blue Ribbon Working Group on resources and training to help local libraries make use of new technologies to better serve persons with disabilities. These would include easy-to-locate and easy-to-use information on current adaptive technologies, best practices and innovative services in libraries of all types.

The Accessibility Assembly will address this issue at Midwinter 2012 and representatives from the disability community will serve on the Blue Ribbon Working Group. ASCLA has just received 2015 Initiative funding to develop a basic series of webinar courses on accessibility for libraries of all types. The goal is to create a low cost webinar that will be “essential” to the orientation of every single library staff member in the United States. As recommended in the report, ALA will explore corporate and foundation grant opportunities to fund research into improved accessibility of digital resources.

Equitable Access does encompass dimensions other than access for the disabled. These include issues related to language and culture, cost, access to technology, and how the organization of information affects access. A number of divisions also have groups that are addressing universal access issues. These other aspects of accessibility need to be included and addressed in the development of ALA positions, action plans, communication, and training.

6. Sharing best practice/innovative practice/“test bed” findings

Digital Content Web Portal

Because the rapid shift to digital resources constitutes one of the most far-reaching transformations now underway in all types of libraries, the natural “home” for the Digital Content portal is the new Transforming Libraries portal launched in June on the ALA web site. The portal provides a structure to organize resources, model practices, stories of innovative experiments, and also provides for integration of ALA Connect groups, blogs, Facebook and Twitter groups and other social media channels under a common access point. The ongoing updating and organization of site resources will require dedicated staff time. Creating and maintaining the Transforming Libraries and Digital Content portals will be a shared responsibility of ALA Knowledge Management and OITP staff.

American Libraries

American Libraries and AL Direct provide a well-tested means of reaching ALA members. Special features and special issues devoted to digital content and digital content concerns will help engage members and lead them to the portal, make information and resources (such as the environmental scan and economic analysis) more broadly available, and help promote findings and best practices. AL will debut a new E-Content Blog in early September to serve as a conduit to the new Digital Content portal. Planning is also underway for other special AL and AL Direct digital content articles and features.

ALA Publications

ALA Publications, including ALA Editions and Tech Source, have the ability to produce books, serials and special reports in a variety of print and online formats, as well as the capability to develop publications to meet aggressive deadlines. Many books, articles, and reports on e-books have already been published and many experts in the field are already authors and contributors. ALA Publishing has not always been seen as a partner in Association efforts, but the need to make information available on digital content issues and the digital content “world” presents a unique opportunity to tap a significant ALA resource.

Division Publications

Division and Round Table journals, special reports, and publications reach other specific audiences within and outside the Association. These publications can help engage and inform regarding digital issues and can make a significant contribution to the identification of best practices and the highlighting of innovative projects.

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Webinars and Pre-conferences

Many of ALA's current online learning webinars and e-courses already deal with digital content issues. Webinars, pre-conferences, and face to face and virtual conference programs can make information on digital content issues and the Association's efforts to help libraries offer access to digital content available to a wide audience. Existing efforts need to be integrated and accessible through the new Digital Content portal to better coordinate and better publicize the development of webinars and programs related to digital content.

Smart Phones and Library Cards

Two recent articles discuss how patrons are using their smart phones as virtual library cards, and some of the potential security problems when apps store unencrypted personal information on these devices.

<http://www.govtech.com/education/Smartphones-Replacing-Library-Cards.html> and <http://www.wired.com/threatlevel/2011/08/smartphone-local-data-storage>

Pam Klipsch, ALA Chapter Councilor
pklipsch@jeffcolib.org

Digital News: Let's Get Digital

May is Jewish American Heritage Month, but Jews observe several holidays the fall of religious significance: Rosh Hashanah in September and Yom Kippur in October. To learn more about these days, their significance, the faith, and its history, many resources are available online to help you do that.



in



A page from the Washington Haggadah, 15th century. From the collections of the Hebraic Section, Library of Congress, Washington, D.C.

For an overview of different topics, such as Jewish beliefs, histories, and holidays, try Chabad.org. This site provides information on interesting topics along with blogs, videos, and audio classes. Make sure you visit the [Library section](#), which includes online versions of many religious texts, both contemporary and historic that are in English and in Hebrew.

To learn more about Jewish history and historical texts, the [American Jewish Archives](#) site has many resources, including an online exhibit titled "[The Civil War: 150 Years](#)" with information on Jewish soldiers and civilians during the American Civil War.

[The Hebraic Collections of the Library of Congress](#) site has information on the Library of Congress collection, as well as a digital version of many of their objects, such as [The Washington Haggadah](#) from the 15th century.

Sefardi Torah Scroll, possibly 18th century. From the collections of the Hebraic Section, Library of Congress, Washington, D.C. See <http://www.loc.gov/rr/amed/guide/hs-books.html> for more information.

The College of Charleston has digitized many items from their William A. Rosenthal Judaica Collections, such as a [collection of postcards](#), mostly depicting synagogues from around the world, a [collection of historical prints and photographs](#), as well as photos and documents from their [Holocaust Archives Project](#).

Shannon Mawhiney
MLA Member
smawhiney@missouristate.edu

417 Librarians Expand Minds and Waistlines!

The 417 Librarians have been meeting happily approximately every other month to dine and network for a year this September. A few months ago, we decided it was time to expand our minds as well as our waistlines. In May, we hosted a lunch meeting in which Sharla Lair, a former co-facilitator, returned to present an informative program about the many continuing education opportunities offered by the Missouri State Library.

In August, we took our first road trip to Osceola, MO. Our first stop was to tour the [Johnson Library and Museum](#). Tom Johnson's lovely home, rebuilt in 1900, once hosted William Jennings Bryan. His home has been connected to other historic buildings on his property to accommodate his eclectic collection of over 35,000 items including books, periodicals, maps, slides, foreign coins, buttons, antique furnishings, and china. Room upon room of artistically arranged cultural objects are integrated into his living space.

During the tour, Tom discussed his distinguished family history and his collections, which were begun by his grandfather, who was born in 1851 and was a Greek scholar. His oldest book is believed to be one published



Tom explaining a Gutenberg Bible

in 1489. Group tours are offered by appointment, and open houses are held on Sundays each June. Reminiscent of a European salon, twice each year intimate dinners are followed by a scholarly lecture, and the lectures are published in the *Journal of the Johnson Library and Museum*. We followed the tour with lunch at Sugarfoot BBQ, a fun visit to the Second Street Books used bookstore, and a stop at the Osceola Cheese Company factory outlet for delicious free samples. Please see our [Facebook album](#) for additional photos.

During the [MLA Conference](#), all of the Librarians Who Lunch networking groups across Missouri, and anyone else interested in joining us, are invited to plan to eat a boxed lunch together on Thursday, October 6, from 11:45 a.m.-1:00 p.m. in the café area down the hallway on the left directly off of the main lobby of the Expo Center at the Holiday Inn - Kansas City Airport. Boxed lunches must be ordered in advance, and if you have not already pre-ordered one, simply send an e-mail to mia@mlnc.org and ask to update your registration. The boxed lunches will be available for pickup in the Exhibit Hall of the Expo Center.

Surrounded by philosophy

We hope you can also join us for upcoming events in Springfield, MO, including a 6:30 p.m. supper on October 24 at Gem of India, and a noon brown bag travelogue program "Tour of Libraries in the United Kingdom" on November 9 at the Brentwood Library. More details about these future events will be posted to the MLA, SWRASL, and SISLT listservs, a private email group (email heatherc@thelibrary.org to join), and our Facebook group, [417 Librarians](#), which has grown to 139 members.

If you have any questions or would like more information, feel free to contact any of the co-facilitators: Andrea Miller, AndreaMiller@MissouriState.edu, Heather Cottle Dillon, heatherc@thelibrary.org, or Rebecca Clarke, rebec-cac@thelibrary.org.

Andrea Miller, 417 Librarian
AndreaMiller@MissouriState.edu

And the 2011 Bohley Scholarship Goes to...

Nadia Ghasedi has been selected as the recipient of the 2011 Ronald G Bohley Scholarship. Nadia is a talented woman who speaks well of her profession. Like many of us in the library field, Nadia didn't start out on a path to be a librarian; when asked how she became interested in library science and information technology profession, she answered, "It chose me." She works in the Film & Media Archive at Washington University and a library degree will allow her to wipe the phrase "but, I'm not a librarian" from her vocabulary. "I am honored to represent the Ronald G. Bohley Scholarship. I thank the MLA for this opportunity and look forward to an active and meaningful career in librarianship," said Nadia



Although not a librarian yet, Nadia understands what libraries are going through in today's world; she knows that patrons and customers expect the same high level of service even though our budgets are shrinking. She wants to reach out to other libraries and archives and find ways to work together in order to improve each patron's experience. Nadia is a deserving recipient of the Bohley Scholarship and is an asset to Missouri's library profession. Nadia is "honored to represent the Ronald G. Bohley Scholarship," and would like to "thank the MLA for this opportunity and [is looking] forward to an active and meaningful career in librarianship."

Candice G. Oliver, Chair
Professionalism, Education, Employment and Recruitment Special Interest Group
candicegoliver@gmail.com

Racing to Read: Incorporating Early Literacy at Your Library

Twenty percent or more of Missouri children entering kindergarten are not ready to learn and are at risk of school failure. For many years, Missouri public libraries have been incorporating early literacy models, such as ALA's Every Child Ready to Read, into their storytimes and outreach programs to help parents learn ways they can help their children learn.

The Springfield-Greene County Library District recently launched an early literacy initiative that infuses early literacy into every aspect of the system, including programs and storytimes, library spaces, staff training and outreach. Attend "Racing to Read: Incorporating Early Literacy at Your Library" to learn best practices for developing your own early literacy project and branding, approaching community partners, and developing support in your library system. Presenters Jessie Alexander-East and Nancee Dahms-Stinson will share action plans and resources to get you started.

Nancee Dahms-Stinson, MLA Member
nanceed@thelibrary.org

Thusnelda Schmidt Luncheon and Song and Story Swap

The Children's Services Roundtable is excited to be able to host author Deborah Diesen at our annual Thusnelda Schmidt luncheon. Deborah Diesen's book *The Pout Pout Fish* was the 2010 winner of the Missouri Building Block Picture Book Award, an award chosen by pre-school age children throughout the state of Missouri. She has also written *The Pout Pout Fish in the Big-Big Dark* and *The Barefooted-Bad Tempered Baby Brigade*.

Don't forget to purchase tickets to this luncheon being held Thursday, October 6 at 11:45. Join us for a delicious lunch and a chance to hear Deborah speak about her journey to become a published author. After the luncheon you can purchase some of her books and have them autographed.

CSRT is also hosting the Song and Story Swap on Thursday night at 9:30. This is an informal and fun gathering designed for librarians throughout the state to share their favorite songs, stories, finger plays, and more. If you don't feel like sharing that's fine too - come to listen and learn so you can take some new ideas back to your library after the conference.

Shelley Akins, Chair
Children's Services Roundtable
makins@slcl.org

PR and Marketing Times: A Baker's Dozen for Using Social Media in Your Library

"Nothing draws a crowd like a crowd," P. T. Barnum once said. We don't mean that your library is a circus, but trying to keep up in the ever-evolving race of technology and communication methods can be as challenging as taming a lion with a wooden chair and whip. It can be done, but there's a better way.

Many people ask me all of the time, "Should our organization be on social networks?" My reply is always the same: "There are 500 million reasons why to be on them . . . go where the people are." If you are still using the same marketing tactics you did ten years ago to promote your library, then you probably need to check your pulse.

Just in case your pulse needs a push, I'll give you a Baker's Dozen of ways to use social media to attract and retain patrons.

1. Stay in-step with local school curricula. Know what is being taught so you can choose the communication and promotion methods that are most relevant. Post specific content on your social networking pages to drive traffic.
2. Engage patrons with contests. For example, during Black History Month, ask for 200-word essays; during the Academy Awards, ask for three-minute video stories. Develop knowledge-based scavenger hunts that encourage people to come to the library in order to solve the clues. Get a corporate sponsor to underwrite a desirable prize.
3. Link to the social networking pages of all schools, civic groups, churches, chamber of commerce, and any others you can think of. Find out what they are doing and provide relevant content.
4. Post your weekly calendar of events so people know what is going on.
5. Remember, it is all about the patron, so provide content that they most want to read about. People don't care who just got promoted at the library.
6. Be responsive. Imagine your Facebook page as another entry point for people to connect with your research staff. Be nice. Be friendly. Be easy to communicate with and by all means reply promptly.
7. Each week, highlight one specific area of the library. Go deep. Provide three-to-five layers of content and then ask for feedback if the content was helpful.
8. Provide an open-ended question from time-to-time, such as "How can we be more helpful to you?"
9. Post innovative ways people are using your library. This will engage people as well as enlighten them as to what is possible when they harness the library's full resources.
10. Use social media to enable a conversation between the customer and your library.
11. Promote the select services that customers may not be aware of at your library such as research databases or books off the beaten path.
12. If you have any big changes or projects that will impact or will enhance your library's service level to your patrons, use social media to keep your followers informed.
13. Keep your posts current and active or you risk being forgotten by your followers. If you aren't showing up in your patrons' social media feeds on a regular basis, they will forget about you.



Todd Baker, our guest columnist, is Vice-President of Strategic Services for Resource One, has helped some of the top charities in North America for more than 25 years, assisting them in the development of Mission-Driven Marketing™

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strategies. He is the author of the popular blog book, *OrgMarketing.com*, and he also teaches UCLA's Digital Fundraising Course which is part of the university's certification program in fundraising. He is also the author of the free e-book, *Nonprofit Websites*, the first of its kind, which has been downloaded by tens of thousands of charities in more than 50 countries. He writes the "Fundraiser Confidential" series for *Fundraising Success* magazine, and he is also known for the "Baker's Dozen" fundraising series for the *Nonprofit Times*. Baker is also a contributing author to one of the best-selling nonprofit Internet books of all time, *Nonprofit Internet Strategies* and is also the author of *Champions of Philanthropy*. He is a former member of the Association Fundraising Professionals Board of Directors for Washington State. Baker has spent more than 13 years with World Vision, one of the largest privately funded international relief and development organizations in the USA.

To learn more about using social media in your library, Todd Baker and Christina Pryor will be presenting "Making Your Library Socially Relevant: Marketing Through Social Media" at the 2011 MLA Conference on Thursday, October 6 at 1:00 p.m.

Please contact Christina Pryor at cnpryor@gmail.com if you have an issue or idea you would like to see discussed in an upcoming *MO INFO* issue. The PR Committee would love to hear from you!

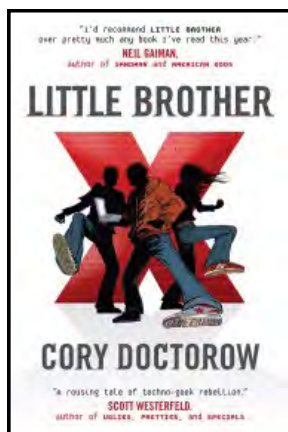
Todd Baker, Special Guest Author &
Christina Pryor, Chair
Public Relations Committee
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MLA One Read Event

Envision tomorrow by reading the futuristic *Little Brother* by Cory Doctorow. *Little Brother* imagines a dystopian future where the government limits information and a group of teens hacks their way to freedom.

At MLA's Annual Conference on Thursday, October 6 at 10:00 a.m., we'll be talking with Cory Doctorow via Skype, so have your questions ready. We will also have time to discuss the book. The *Little Brother* ebook is available to download for free at <http://craphound.com/littlebrother/download/>.

Christy Schink
cschink@scenicregional.org



PR Committee-Sponsored Events at MLA 2011

The PR Committee will be sponsoring the following events at the MLA Annual Conference. We hope you can attend and that you have a great time at conference this year. PR Committee will be the primary sponsor for these presentations:

Thursday, October 6 at 9:00 a.m. Jim Staley and Kasey Riley will present "Using Targeted Marketing to Promote Underused Services."

Thursday, October 6 at 1:00 p.m. Todd Baker and Christina Pryor will present "Making Your Library Socially Relevant: Marketing Through Social Media."

Friday, October 7 at 11:00 a.m. Rajesh Singh and Amber Ovsak will present "Addressing the Total Customer Experience: The Impact of Branding in Shaping Tomorrow's Libraries."

In Memoriam

In January, librarian Connie Bush celebrated her 40th anniversary at the Daniel Boone Regional Library. She began her career as a children's librarian in 1971, serving 14 years at the Callaway County Public Library. For the next 26 years, she worked as a children's librarian, a popular materials librarian, and managed the Circulation Department and services at the Information and Media Desks at the Columbia Public Library. Sadly, after a battle with cancer, Connie died on April 6. Many of you knew her well, and we will all miss her.

Mitzi St. John
mstjohn@dbrl.org