

# MO INFO

NEWSLETTER OF THE MISSOURI LIBRARY ASSOCIATION

November 2013

Volume 44, Number 6

## MLA: Your Flexible, Adaptable and Responsive Association (also Fun, Engaging, Advocacy-Minded, and Financially Stable)

I'm full of nostalgia as I pen this, my final MO INFO column as your Association President. First, let me say what a tremendous privilege and honor it has been serving you to the best of my ability this year. I am extremely grateful for all the support, advice, and input I have received throughout the year from your association's capable executive board, committees, and community of interest members.

My service on the board began back in 2010 as a Member-at-Large, and I still recall the inspiring tag line we adopted back then under Sharon McCaslin's leadership: *The New MLA: Flexible, Adaptable, and Responsive*. After four years of progressive service, I can confidently add several more adjectives to the slogan, including Fun, Engaging, Advocacy Minded, and Financially Stable:



*Carol passes the gavel to incoming 2014 President Gerald Brooks.*

- Anyone who attended this year's AMAZING conference in St. Louis can attest to the **Fun** and **Engaging** aspects of MLA. It's impossible to extend sufficient kudos to Conference Co-coordinators Christina Pryor and Candice Oliver, along with their army of volunteers, for three incredible days of learning and laughing. I think it's safe to say that a Dance Party with a Librarian DJ spinning the tunes (your own Anna Strackeljahn) will be a conference staple for many years to come.
- Political events this year have proven challenging but MLA rose fully to the occasion, and we all now have a heightened awareness of just how important it is for MLA to be **Advocacy-Minded**. Wheels are turning as we speak for your Association to become more active and vocal on statewide issues relating to library advocacy, education, and awareness.
- Under MLA Treasurer Brandy Sanchez's and Assistant Treasurer Sharla Lair's steady guidance, MLA continues to strengthen its fiscal standing to ensure a healthy organization for many years to come. You can do your part to make MLA even more **Financially Stable** by renewing your membership and encouraging your colleagues to join in 2014.
- And finally, the Membership can congratulate itself for furthering MLA as a **Flexible, Adaptable, and Responsive** Association. The bylaws, public library standards, and student membership dues changes you approved at the Annual Business Meeting on Thursday, October 3 will enable your Association to better serve the interests and needs of Missouri's libraries in the future.
- President-elect Gerald Brooks assumes the helm on January 1, 2014. After a year of speaking weekly with him by phone, I can now call him a close friend as well as a professional colleague. I know that MLA will be in capable and enthusiastic hands under his leadership for the coming year. MLA also welcomes its newly elected executive board members: 2014 President-elect Christina Prucha, and 2014-2015 Members-at-Large Jodie Borgerding, Seth Hershberger, and Cindy Stewart Grant. I look forward to seeing where this dream team leads MLA.

*(Continued on page 3)*



## Keep Calm and Mark Your Calendars for the 2014 MLA Conference!

A huge thank you to Candice Oliver, Christina Pryor, and their army of volunteers for a fantastic conference in St. Louis! We hope to build on the excitement and enthusiasm they generated as we prepare for the 2014 conference in Columbia at the Holiday Inn Executive Center. Mark your calendars for October 8 - 10, 2014. If you missed our announcement at this year's business meeting, our theme for 2014 is (drum roll, please!):

### **Evolution, Revolution: Reinventing Missouri Libraries.**

See you in Columbia!

Submitted by your 2014 Conference Co-coordinators:

Angela Scott

[ascott@dbrl.org](mailto:ascott@dbrl.org)

Lauren Williams

[lwilliams@dbrl.org](mailto:lwilliams@dbrl.org)

MLA colleagues,

If you presented at the MLA conference and have not yet sent me your conference handouts, Powerpoints, etc., please make sure you send them soon. I am in the process of uploading them to the MLA website.

Please make your last name a part of the file name for all files and include the title of the presentation and your name in the body of your email to me.

Thank you,

Rachel Brekhus

[brekhusr@missouri.edu](mailto:brekhusr@missouri.edu)

MLA Webmaster

## Lindsey Taggart Receives MLA Sponsorship of ALA Emerging Leader Program

Lindsey Taggart, library assistant at Forest Institute of Professional Psychology, has been selected as a 2014 American Library Association Emerging Leader and her participation in the program will be sponsored by the Missouri Library Association. The MLA sponsors one emerging leader each year by reimbursing costs associated with attending the ALA Midwinter and ALA Annual Conference.

To learn more about the ALA Emerging Leader program, visit <http://www.ala.org/educationcareers/leadership/emergingleaders>.

Submitted by  
Kathy Condon-Boettcher,  
Awards Committee Chair  
[kcondon@cityoffestus.org](mailto:kcondon@cityoffestus.org)



Lindsey Taggart, ALA Emerging Leader participant

## Reading Freely Poolside



The Book Caboose pulled out of the Kirkwood Public Library in June and spent the summer at the Kirkwood Pool. It was a colossal hit, filled daily with paperback best-sellers and old favorites for kids and adults. Bathers browsed selections and were encouraged to “borrow” any number of books for poolside reading. The caboose started out as a wish, and came true with the help of a local Kirkwood Business – Riggs Construction and Design – which donated time, supplies and engineering brain power. The Kirkwood Parks and Recreation Department generously shared its pool deck, and was a wonderful partner in helping to offer this service to Kirkwood pool-goers. We are busy gathering books and getting the caboose ready to go for the coming summer. Reading is fun in the sun!

Submitted by  
Deb Barry  
*Director of Adult & Community Services*  
Kirkwood Public Library  
[dbarry@kirkwoodpubliclibrary.org](mailto:dbarry@kirkwoodpubliclibrary.org)

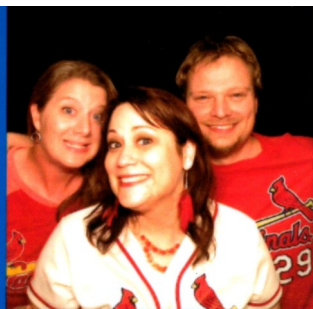
*(Continued from page 1)*

Again, thank you for the opportunity of serving. MLA is my professional home, and I look forward to being an active member for many years to come.

Yours in service,

Carol Smith

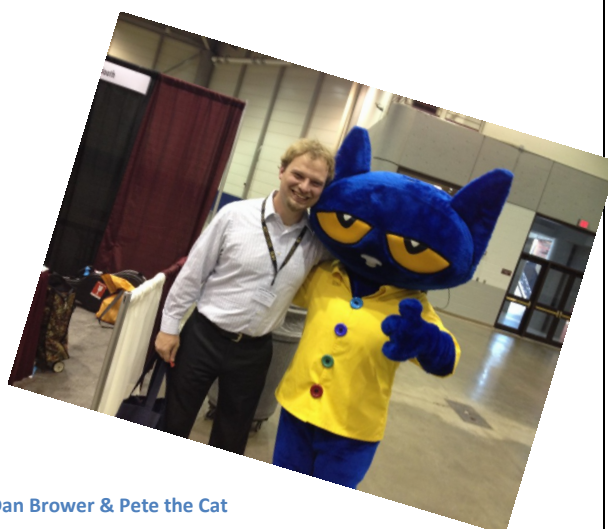
## Conference Hopping and My Lesson in Advocacy



I have the privilege of coordinating the 2015 joint conference of MLA and KLA, an event that has not occurred in nearly 50 years. In preparation, I went on a library road trip! This October, I had an unforgettable experience in library collaboration and advocacy. Through three conferences and over 1100 miles in just two weeks, I have grown to love libraries even more. This journey actually started back in 2011.

I paid my own way to go to the MLA conference in 2011 when it was hosted in Kansas City. I had no idea what to expect; I just knew that this conference was an opportunity to meet other people in libraries and learn more about the profession to which I devoted myself. The experience was exhilarating! Yes, I met people in libraries, but more importantly, I met people who were just as passionate about libraries as me. I attended as many sessions as I could and learned a lot about what others throughout Missouri were doing. It was also great to meet fellow Cardinals fans (Jodie & Jennifer) who have become some of my dear friends.

My friends were waiting for me in 2012 as well. I attended more sessions and started to find a place in the library world. It was during this Springfield conference that I was encouraged to be formally involved with the organization, specifically as a conference coordinator for 2015. Thanks to all of the wonderful people I met, there was no short supply of support for me in the coordinator role.



Dan Brower & Pete the Cat

This year, after being officially announced as the co-coordinator of the joint KLA/MLA conference in 2015, I had the opportunity to attend both MLA in St. Louis and KLA in Topeka. In addition, Jennifer Peters & I presented in Arkansas at their state's annual conference, which happened to be sandwiched between MLA & KLA. It was a long journey across Missouri and into Arkansas only to come back up to Topeka, but every mile was worth it (even the few that I drove between Hot Springs & Springfield). Seriously, why does a road lead you south when you're supposed to go north?

At each of these conferences, I found sessions on customer service, programming, collections, outreach, and more. I also found something even more important: advocacy. Whether it was talking about the Declaration of Our Right to Libraries, learning how Adams County Library transformed into Anythink by encouraging creativity in *everything*, or listening to Jack Gantos

talk about how children's journals are tomorrow's literature, the feeling and message were the same: libraries are essential in society, and "it is our job to change everyone's perception of libraries." Throughout the year, we can get burnt out; we can become complacent in our jobs. It's not because we dislike what we do. A lot can happen in a year. These conferences come around once a year and they can re-energize us. I heard one attendee say that "conferences are like library spas." We go to our annual conferences and we get fresh ideas; we meet with like minds; we see what others are doing and we get excited. Our minds are manicured, our spirits are given a steam bath, and our hearts are infused with the nutrients which we use to make a difference in people's lives.

I would encourage you to attend a library conference. If you can get away with it, attend multiple conferences. Conference season is like sweeps week for us: we show the best and brightest and hope that others take notice. Go, see, learn, take notice, and advocate. If you can, take a chance and visit a neighboring conference. It's a great way to meet others and see how differently we all work toward the same goals. In my journeys, I was able to meet ALA President Barbara Stripling, Missouri state senators, author Jack Gantos, and Pete the Cat! Sure, they are inspiring, but the most influential people you meet may be those who are on the front lines

(Continued on page 8)



## 2014 Library Advocacy Day

Library Advocacy Day is February 4, 2014. The day starts with an orientation session at 10:00 a.m. at the Missouri River Regional Library, Main Library, 214 Adams Street, Jefferson City, MO, 65102. Registration information and pricing will be announced soon.

Librarians, library trustees and friends from across Missouri come together on one day to meet with State Representatives and Senators to discuss the importance of all libraries -- academic, public and school -- and their contributions to the lives of Missourians.

Through meetings with elected officials, we raise awareness of the importance of State Aid to public libraries and the services of the Missouri State Library.

By coming together in Jefferson City on Missouri Library Advocacy Day, we promote libraries in a visible way, and by our numbers show the importance of libraries state-wide. Face-to-face discussion is the most effective means of communication, and is essential to the establishment of a solid working relationship.

### Library Advocacy Day Events

**Registration 9:30 a.m. – 10:00 a.m.**

Art Gallery, Missouri River Regional Library, Main Library, 214 Adams Street, Jefferson City, MO, 65102

**Orientation 10:00 a.m. – 11:30 a.m.**

Welcome by MLA President Gerald Brooks  
Comments from State Librarian Barbara Reading  
Legislative Update by MLA Legislative Advocate Randy Scherr

**Afternoon Visits 1:00 p.m.- 5:00 p.m.**

Individual visits with legislators

**Legislator Reception**

5:30 p.m. – 7:00 p.m., G2 Gallery, 102 E High Street, Jefferson City, MO 65101

Each participating library and librarian is encouraged to schedule afternoon meetings with their State Representatives and Senators. In addition, MLA will host a Legislator Reception at G2 Gallery, 102 E. High St, Jefferson City, MO 65101, at 5:30 p.m.

Submitted by

Jim Schmidt  
Legislative Committee Chair  
[jims@thelibrary.org](mailto:jims@thelibrary.org)

## Springfield-Greene News

### Eva Pelkey is New Midtown Carnegie Branch Manager

Eva Pelkey has been named the new branch manager for the Midtown Carnegie Branch Library. Eva has worked as a reference associate at the Library Station since 2010. Previously, she worked as a practicum student in 2009 and circulation assistant from 2009 to 2010 at the Brentwood Branch Library. Eva succeeds Jim Miller, who retired in 2013.



Eva Pelkey



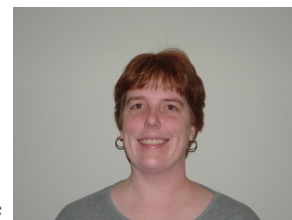
Ingrid Bohnenkamp

### Ingrid Bohnenkamp is New Reference Manager

Library Center Reference Librarian Ingrid Bohnenkamp moved to familiar territory when she became Reference Manager at the Midtown Carnegie Branch in October. That was “her” library growing up in Springfield, “so it has a lot of history for me,” she said. She did her library practicum at the Portland, Maine, Public Library and later worked there as a sub before moving to Springfield.

### Beth Snow Leaves Branches for Computer Trainer Job

Beth Snow, manager of the Willard and Ash Grove branches of the Springfield-Greene County Library District, has transferred from branch manager to serve as a trainer to cover the fall schedule at the Edge Community Technology Center in the Midtown Carnegie Branch. Beth joined the Ash Grove Branch five years ago, and joined the Willard Branch staff in January 1999.



Beth Snow

### Library is a “Blue Ribbon” in 2013 Community Focus Report

The Springfield-Greene County Library District got high marks in the way of “blue ribbons” assigned in the new [Community Focus](#) report released in September. A community coalition created the report card to identify strengths – blue ribbons – and weaknesses – red flags – in the community. The Library’s strong Outreach Programs were featured as a blue ribbon in the Early Childhood report. It also mentions the Library’s signature early literacy program, Racing to Read, the WIC programs and storytimes at outreach sites. One of our strongest stories was mentioned: “Of the 97,451 children the library saw during the 2011-2012 fiscal year, 63,277 children were seen in outreach programs....” The Library also rates a blue ribbon in the Recreation, Sports & Leisure section for story times, offsite ‘tween and teen programs, live concerts and theater, and art exhibits.

### Food for Thought Series Features Soup and Civic Topics

Diversity issues, social media and poverty in Springfield invited provocative discussions at a series of three events, “Food for Thought: A Civil Discussion on ...” Oct. 3, 10 and 17 at the Library Center. Each event began with a complimentary dinner of soup, bread and dessert, and featured a panel of community thought leaders and a moderator. The topics covered discussions of how the Springfield-Greene County community could embrace a growing diverse population; how social media was at times splintering but also joining populations, and how the community is affected by the 50 percent poverty rate and who is working to solve it.

### “Downton Abbey” Inspires An Edwardian Evening

Author Carol McD. Wallace, whose 1980s book, “To Marry an English Lord” helped inspire the “Downton Abbey” PBS series writer, entertained about 150 attendees at An Edwardian Evening at a downtown Springfield venue. The Library partnered with Ozarks Public Television and the Library’s Between Friends Gift Shops for an evening that included pumpkin soup shots, English

(Continued on page 8)

## **ALA Councilor's Report to Membership @ MLA Annual Conference St. Louis, October 3, 2013**

My tenure as Councilor has coincided with tumultuous times and difficult decisions for libraries, for MLA and for the American Library Association. Since the recession of 2008 ALA, like its members, has struggled to keep up with accelerating changes and new demands at the same time that traditional sources of revenue have shrunk. All during the 31 years that I have been active in ALA I've heard people talking about the need to streamline and simplify ALA. Now however the talk is growing more insistent because it is no longer just a matter of making it easier for members to navigate and participate in ALA. It's become a question of how ALA can reinvent itself and continue to rally support for libraries in the 21st century. To do this ALA, like libraries, will need to be leaner, more focused and flexible, and much more agile.

Many state library associations, like MLA, have already embarked on this journey beginning the process of rethinking and reinventing themselves. We cannot afford to indulge ourselves in faction and fracture, not locally, not at the state nor the national level. We cannot afford to stand back and wait for someone else to do the heavy lifting for us. We must stand together and leverage our strength, or we will fall by the wayside and find ourselves passed by.

It has been my honor to serve as your ALA Councilor for six years. I have tried to convey your concerns to the national leadership, and to keep you informed about national issues and how these impact us in Missouri. I'd like to thank all of the MLA officers and executive board members, and our support team at Amigos, with whom I have worked during this time. On January 1, Regina Cooper will take over as our ALA Councilor. I hope she finds the job as rewarding as it has been for me. I know she is ready, and willing and exceptionally able. Please give her your ideas, your feedback and your support. Thank you.

### **ALA Calls for Leap Forward in E-rate Goals and a Streamlined Program**

On September 16, ALA filed comments that asked the Federal Communications Commission (FCC) to accelerate deployment of the high-capacity broadband needed to serve students and learners of all ages through our nation's libraries and schools. ALA calls for new strategic investments in telecommunications and broadband infrastructure, as well as program changes to improve cost-effectiveness and streamline processes to enable greater participation. The filing is the first step in the lengthy process of evaluating and reauthorizing the E-rate program.

Culminating two months of intensive review and research, the ALA's response to the FCC's most comprehensive E-rate proceeding since the program's 1997 inception acknowledges this enormous opportunity for advancing the E-rate program. ALA proposals also align with President Obama's ConnectED goal to connect students to the Internet through high-speed broadband and high-speed wireless in their libraries and schools within five years.

ALA calls for new E-rate funding to jumpstart and sustain high-capacity and high-speed internet connections that support digital learning and economic development through libraries and schools. The current funding cap on the program consistently falls far short of meeting basic demand for internet-enabled education and learning services, and does not reflect the economic reality faced by libraries and schools trying to upgrade their broadband capacity. To address this, ALA supports a two-pronged approach: 1) New temporary funding is needed to support the build-out of high-capacity broadband networks and especially provide increased support for libraries with the lowest levels of broadband connectivity. 2) A permanent increase in funding is not only justified but is a sound investment for the country.

ALA's complete comments are available at [http://www.districtdispatch.org/wp-content/uploads/2013/09/ALA\\_E-rate\\_Comments.pdf](http://www.districtdispatch.org/wp-content/uploads/2013/09/ALA_E-rate_Comments.pdf)

### **AAUP to Issue Statement on Academic Freedom and Electronic Communications**

The American Association of University Professors' is completing work on a new policy statement that should be published within the next few weeks, according to ALA's Office for Intellectual Freedom. Barbara Jones, Executive Director of the ALA OIF serves on AAUP's Committee A, charged with editing the document, Academic Freedom and Electronic Communications. Martin Garner,

*(Continued on page 8)*

(Continued from page 6)

sweets and savories served on each table, coffee, English tea, Downton Abbey-style prizes and video clips, and a talk by Wallace. The event kicked off a two-day Wordfest celebration of words written, spoken and sung. Support came from the Missouri Humanities Council and Missouri Literary Festival, Ozarks Public Television and the College of Arts & Letters/Missouri State University. The weekend included a jam session by several songwriters/musicians including Michael “Supe” Granda, of the Ozark Mountain Daredevils, and talks by poet/author David Harrison, Kate Klise, Brian Katcher and Missouri Poet Laureate William Trowbridge.

Submitted by  
Kathleen O’Dell,  
Community Relations Director  
Springfield-Greene County Library District,  
[kathleeno@thelibrary.org](mailto:kathleeno@thelibrary.org)



Author Carol Wallace with former teacher, William Bowman.



Literary Club members from Carl Junction High School crowd around Springfield-based author/poet, David Harrison, at Wordfest.

(Continued from page 7)

current chair of ALA’s Committee on Professional Ethics (COPE), Associate Professor and Head of Reference Services, Dayton Memorial Library at Regis University in Denver CO, was one of the co-authors of the draft document.

### National Surveillance Issues and Privacy Concerns

On September 4, the Congressional Research Service issued a revised report: NSA Surveillance Leaks: Background and Issues for Congress by John W. Rollins and Edward C. Liu. This updates their original report released in July 2013. Copies of the report can be obtained through the offices of Senators McCaskill or Blount, or your U.S. Representative. I have a PDF of the report and will share it with anyone who e-mails me a request.

The American Civil Liberties Union has just released a report: Unleashed and Unaccountable: The FBI's Unchecked Abuse of Authority that attempts to document FBI actions targeting racial and religious minorities, immigrants, and protest groups under the guise of counterterrorism after 9/11. The report was written by Michael German, the ACLU attorney and former FBI agent who spoke on NSA surveillance, whistleblowing and datamining at ALA Annual in Chicago in June. German argues that the FBI, enabled by a rollback of post-Watergate intelligence reforms and encouraged by long-standing Justice Department practices, has subverted internal and external oversight by squelching whistleblowers, imposing and enforcing unnecessary secrecy, and actively misleading Congress and the American people about the extent of its activities. The ACLU report is available at:

<http://www.aclu.org/unleashed-and-unaccountable>

Submitted by  
Pam Klipsch  
[pklipsch@jeffcolib.org](mailto:pklipsch@jeffcolib.org)

(Continued from page 4)

of libraries doing amazing things. The best part is that we are such a collaborative profession that they will let you borrow their amazing ideas. There is too much awesome-ness out there to be left *out there*. Go and get it. Libraries change lives, so grab your cape!

2015 will be the first collaborative conference between KLA and MLA since 1965, and frankly, that’s too long. Kelly Fann and I are working diligently to make it a memorable event. Until then, good luck to Lauren, Angela, and the rest of their team as they continue work for next year’s conference in Columbia. I hope to see you there!

Dan Brower  
Parkville Branch Manager, Mid-Continent Public Library  
[DBrower@mymcpl.org](mailto:DBrower@mymcpl.org)



---

## News from Mid-America Library Alliance

---

### Contest

The Mid-America Library Alliance recently launched a Facebook page, and we are running a contest. "Like" the Mid-America Library Alliance on Facebook between now and December 15, 2013, and you will be entered into a drawing to win a 2 GB iPod Shuffle!



### New Webcasts

Very soon, we'll be featuring a series of webcasts with presenter Tiffany Hentschel specifically on issues in human resources for libraries. Please keep checking our [webcast page](#) for announcements and links.

### Upcoming Workshops

Please be sure to check our [workshop calendar](#) to see what new events are coming up!

#### **Genealogy Reference for the Librarian Workshop**

**11/19/2013, 1 – 4 p.m.**

**Midwest Genealogy Center**

Presenters Cheryl Lang, Midwest Genealogy Center Manager, and Charlotte McIntosh, Midwest Genealogy Center Assistant Manager, will provide library staff with the skills necessary to serve genealogy patrons. It will include an introduction to the basic skills necessary to conduct a genealogy reference interview, and assist library staff in becoming familiar with basic genealogy reference tools and in developing a basic reference collection.

For more information and to register, [click here](#).

#### **Dealing with Grumpy, Cranky & Difficult People Workshop**

**11/21/2013, 9:30 a.m. – 4 p.m.**

**Kansas City KS Public Library – South Branch**

No matter where we go, we will face people who are negative, people who oppose our ideas, people who irritate us, or people who simply do not like us. There are thousands of people out there, and conflict is a fact of life. This fact isn't the cause of conflict but it is the trigger for us to react and attack back to defend ourselves. Difficult people and situations exist in every work place. They all have one thing in common—you must address them. No matter the type of difficult situation in which you find yourself, dealing with difficult people or situations is a must. This workshop is exactly what you need. You will learn a variety of techniques to give you confidence and expertise in dealing with the difficult patron or co-worker. You will be able to rise above the fray and approach every conflict with a calm demeanor creating an atmosphere of win-win for all involved. Presenter Tiffany Hentschel, SPHR, is the Employee Relations Manager for Johnson County Government. She has worked in Human Resources in the public sector for over 15 years, serving more than nine years at the Johnson County Library. Tiffany earned a Master's Degree in Human Resources Development and a Bachelor's Degree in Human Resources Management from Webster University. She is a member of the MARC Government Training Institute Supervisory Certificate training team and also trains on a variety of HR topics.

For more information and to register, [click here](#).

*(Continued on page 10)*

(Continued from page 9)

## **Technology Test Drive: Free and Inexpensive Web Tools for Your Library**

**12/5/2013, 9 a.m. – 1 p.m.**

**Rockhurst University – Greenlease Library**

Are your web-based library forms ugly and dated, or do you want to learn how to create web-based forms? Can you generate reports and report widgets directly from your online forms? If you're not getting the most out of your web forms (or just want to learn how to create some to begin with), then you may be interested in Wufoo. Wufoo is a web application that not only creates online forms, but also builds the database, backend and scripts needed to make collecting and understanding your data easy, fast and fun. This hands-on workshop will allow attendees to create free accounts and explore the various features of this online form collector, including data management and report generation. In addition, we'll feature a technology showcase of various web-based tools that can increase workplace efficiency, such as Google Chrome apps that include auto-fillers, floor-plan creators, online appointment booking, and workplace collaboration tools. Attendees will test out online web applications and browser extensions, as well as learn how to evaluate and adapt individual apps for library workflows. Presenter Ellie Kohler is the Access and Learning Services Librarian at the Rockhurst University Library. She has worked in both academic and special libraries and is interested in utilizing new technologies to enhance current operations and streamline workflows.

For more information and to register, [click here](#).

## **Choices and Challenges - Webcast Version Workshop!**

**12/10/2013, 9 a.m. – 4 p.m.**

**Community of Christ Temple**

This day-long workshop will consist of three tracks of webcasts running concurrently in three different rooms. We will have check in and our first and last sessions in the Continents Room, where refreshments will be available all day.

- Continents Room – Kick-off and Finale
  - “What to Do When There is Too Much to Do”
  - “Dismantling the Elephant”
- Continents Room – Reader's Advisory webcasts
  - “Thrills & Chills @ Your Library”
  - “Women's Fiction: An Overview”
  - “The Brave New World of Genre Fiction Selection”
- Theater 1 – Supervisory / Human Resources webcasts
  - “Coaching for Performance” AND “From Buddy to Boss”
  - “Navigating the Rapids: Myths & Realities of Intergenerational Workplaces”
  - “The Freak Factory: Making People Better by Helping Them Get Worse”
- Theater 2 – Library Staff
  - “Making A Stunning First Impression: Library Curb & Counter Appeal”
  - “How to Break the Rules: Offering Great Customer Service to Everyone”
  - “Library Conflict Management for Consenting Adults”

For more information and to register, [click here](#).

(Continued on page 11)

(Continued from page 10)

## Special Webcast Coffees!

Join us for coffee and rolls to view a featured MALA webcast in November and December. After each webcast, spend some time with your fellow attendees discussing the presentation and networking!

### **December: "Outreach: Reaching Populations that Can't Reach You"**

**12/3/2013, 9 – 10 a.m.**

#### **Mid-Continent Public Library – Woodneath Branch**

In the ever-changing world of libraries, a greater emphasis is being placed on outreach. Are you struggling to come up with new ideas for outreach? Is there a specific group of your community that can't make it to your library or access the digital branch? Faced with this scenario, presenter Dan Brower was able to create and implement a summer mobile library model for underprivileged students in a school setting. Drawing from this experience, this presentation can help steer the planning and implementation of outreach events directed to these members of our communities. Topics covered will include planning the events, working with staff and budgets on projects, and measuring the success of programs. Additional resources and outreach ideas will also be discussed. Dan Brower is the branch manager at the Parkville branch of the Mid-Continent Public Library system. He has served as a technology trainer for both staff and the public on topics including basic computer skills, database navigation, eReaders, and emerging technologies. He has a passion for outreach (the more unique, the better) for all ages, Readers' Advisory, and is a social media enthusiast. After the webcast, spend some time with your fellow attendees discussing the presentation and networking!

For more information and to register, [click here](#).

## ILL Special Interest Group

One of the tenets of the Mid-America Library Alliance is meeting continuing education and staff development needs of the employees of member libraries. To that end MALA offers continuing education opportunities on a regular basis, established to meet the expressed needs of members to share materials and knowledge.

The membership has spoken, and one of the identified needs is a Special Interest Group for Interlibrary Loan. Currently known as the ILL SIG, outcomes from this group will include meetings like "Coffees with a Shot" – educational opportunities for ILL staff to gather, learn about a designated topic, and network. This pilot project will begin in the Kansas City area, and is open to library staff around the state who would like to attend meetings.

For more information about this or suggestions for other special MALA initiatives, contact Kirsten Myers at [kirstenmyers@mid-americalibraryalliance.org](mailto:kirstenmyers@mid-americalibraryalliance.org).

## Volunteers

The Mid-America Library Alliance is seeking volunteers! If you are interested in helping with MALA projects, please e-mail Susan Burton at [susanburton@mid-americalibraryalliance.org](mailto:susanburton@mid-americalibraryalliance.org).

Submitted by

Kirsten Meyers

Special Projects Coordinator

Mid-America Library Alliance

[kirstenmeyers@mid-americalibraryalliance.org](mailto:kirstenmeyers@mid-americalibraryalliance.org)

## Featured Librarian – November 2013

Barbara Reading



**Background: First, please tell us a little bit about yourself: Name, employment & current responsibilities, education, etc.:**

My name is Barbara Reading, and I was appointed State Librarian in July. Prior to that, I was Library Development Director for the State Library. I'm finding that serving as State Librarian involves attending even more meetings! As State Librarian I manage the three divisions of the State Library, Wolfner Talking Book and Braille Library, Reference Services, and Library Development.

So I'm balancing more roles as I look at library service from new angles. I also serve on several boards and advisory committees for MOREnet Council, MOBIUS, and SISLT, for example. I just returned from a meeting of a state librarian's group, COSLA, the Chief Officers of State Library Agencies, where we heard updates from programs including IMLS, the Edge Initiative, and of course the ALA Washington Office, and approved the COSLA Legislative Action Plan for next year. For education, I received my Bachelor's degree in Psychology from MU, and MLS from the University of Wisconsin Madison. I still remember how cold it was in Madison, but it's a great campus and community.

**Q1: When did you decide that you wanted to be a librarian?**

I made that decision in high school. It sounds corny, but I joined the 'library club' and enjoyed taking part in the back room activities. We had a very personable librarian which also had an effect. Later, as I did other part-time work in public libraries it sealed the deal. I had a broad range of interests and helping people find information or just a good book was very appealing.

**Q2: What do you like most about being the Missouri State Librarian?**

I enjoy getting to work with many different groups around the state and at the national level. I get to see how the various threads of issues intersect. I also enjoy having a role in seeing libraries succeed, whether through grants that help them develop their programs or through our other projects. I have a very supportive staff who are very good to work with as well. In addition, this position has allowed me to expand my interests beyond Library Development, which tends to focus on public library services, to library service for state employees and persons with visual and physical limitations.

**Q3: What do you think are the biggest challenges in working in the state library?**

Trying to keep up with all the issues and the concerns of the library community can be challenging. Like every other library, we have limits on funding and staff to devote to our programs, and we aren't able to address every need. We also face challenges in that there are constraints in the usage of the LSTA funds, and sometimes we are asked to fund projects that are great ideas, but don't meet the federal criteria. State funding is very limited, but does provide some key help particularly for the REAL Program. I hope that people will continue to share their concerns with us, so that our programs do serve their needs.

**Q4: If you were to hire a librarian to work in the state library what skills and/or qualities would you look for in a candidate?**

It depends very much on the job, given the big differences between the work in Library Development, Reference Services, and the Wolfner Talking Book and Braille Library. We consistently look for staff who are team players, flexible, and bring new ideas to our programs. All of our jobs require understanding the technologies used by libraries and keeping up with their field. A certain tolerance for state bureaucracy is also helpful.

**Q5: Why are you involved in/ member of the Missouri Library Association?**

I started my career as a youth services librarian in a regional library system. I looked to MLA to help provide a community of peers to learn from and to share my concerns and interests. While I participated in other groups as well, I have always felt it important to participate in our state professional association, as a way to keep current, network with colleagues, and work together on library-related issues. I appreciate that new technologies have opened up many new avenues for member participation, particularly given growing constraints on time and budget for travel to meetings.

## Jefferson County Library Adds New Collection

It started with a memorial fund to a library. But instead of buying books, this library shook things up a bit.



The Northwest Branch of the Jefferson County Library received a \$200 memorial fund in honor of a long time Friend of the Library, Janet Holdcraft. The funds were used to purchase 16 different shaped cake pans. The pans purchased included characters such as Mickey Mouse, Tinkerbell, Buzz Lightyear and Elmo; as well as general shapes such as a monkey, a tractor, a crown and a lady bug. All of the pans were from Wilton, a company known for quality baking supplies.

A week later, another memorial fund was received in honor of another former Friend of the Library, Eva Radeacker. Those funds were also used to purchase another nine cake pans. The new order includes a football, a Christmas tree, a roller skate and a number "1".

“While this idea is certainly not new to librarians, it was definitely new for our community,” said Branch Manager Cindy Hayes. “We have had an overwhelming positive response from our patrons.”

The local press has had mixed responses to the collection, according to Hayes. One reporter was on board right away, while another kept saying that she just didn't understand why a library would have such a collection.

Within a week of the first press release, a donation of 75 more cake pans came in from one library user. She said that she kept her favorites, but was glad to have space in her pantry.

At this time, the pans are checked out for 2 weeks (like a book) but they can not be renewed. Check out is limited to 1 pan per household. And of course, pans should be clean when returned. The staff have noticed an increase in circulation, but have not yet had any cake samples brought in when the pans are returned!



Cindy Hayes  
Branch Manager  
Jefferson County Library, Northwest Branch  
[chayes@jeffcolib.org](mailto:chayes@jeffcolib.org)

## ALA Councilors at Large Nominations from Missouri

The ALA Nominating Committee has announced the list of candidates nominated for positions as Councilors at Large in the 2014 spring election.

The list includes the following Missouri librarians:

- **Denise C. Adkins**, Associate Professor, School of Information Science and Library Technology, U of Missouri, Columbia
- **Heather Lee Moulaison**, Assistant Professor, School of Information Science and Library Technology, U of Missouri, Columbia
- **Jerome Offord Jr.**, Chief of Staff for the President and Dean of Library Services, Lincoln University, Jefferson City
- **Jeannette E. Pierce**, Associate Director for Research and Information Services, U of Missouri, Columbia

The names of Petition Candidates for Councilor at Large will be announced after the filing of petitions closes on January 31, 2014.

## Christian County News

### Christian County Library Attends MLA

Christian County Library sent several staff members to MLA this year to gain knowledge and ideas to improve library services to Christian County. Director Mabel Phillips, Children's Librarian Lucinda Dailey, Programming Coordinator Katy Pattison, Executive Secretary Taneesa Hall, Board of Trustees President Ken Barthelette, and Board of Trustees Vice President Loretta Hermann were in attendance.

### Christian Country Library Director Retires

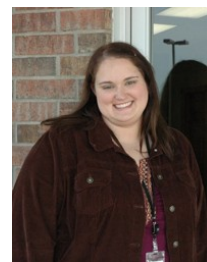


Mabel Phillips

Christian County Library Director Mabel Phillips retires after 26 years of service at the end of November. All are invited to celebrate Ms. Phillips at a retirement reception on Friday, November 15th from 6:00-8:00 p.m. at Christian County Library, 1005 North 4th Avenue, Ozark, MO 6572. Contact Taneesa Hall at 417-581-2432 if you have any questions.

### Ms. Geri Olmstead to Become New Library Director

Ms. Geri Olmstead, former manager of the Republic Branch Library of Springfield-Greene County Library, will have accepted the position of library director for Christian Country Library. She begins in mid-November and will shadow Ms. Phillips until Ms. Phillips retires at the end of November.



Geri Olmstead

### Assistant Director Position Created



Katy Pattison

Christian County Library added a new position of Assistant Director. The current Christian County Library programming coordinator, Katy Pattison, accepted the promotion and new position.

Submitted by  
Ronda Riley

[riley@christiancounty.lib.mo.us](mailto:riley@christiancounty.lib.mo.us)

## MLA Election Winners

The following individuals were announced at the MLA business meeting at the MLA Conference on Thursday, October 3rd.



President-Elect  
Christina Prucha  
Logan University



Member-at-Large  
Cindy Stewart-Grant  
Mid-Continent Public Library

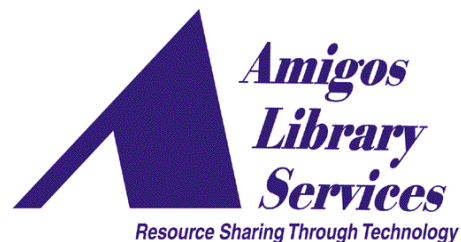


Member-at-Large  
Seth Hershberger  
Cass County Library



Member-at-Large  
Jodie Borgerding  
Webster University

## What's Up at Amigos Library Services



### Learn More at an Amigos Know & Go Update

Amigos' Know & Go updates are part of a series of informative web sessions covering topics of current interest. Designed for group participation, these updates are presented online on Monday afternoons.

Know & Go sessions are a no-charge benefit for Amigos members, but are open to all who are interested. The registration fee for non-members is \$25 per session.

Upcoming sessions include:

November 11 1:30 - 2:30 p.m. CST **5 Apps to Use at the Reference Desk**

December 9 1:30 - 2:30 p.m. CST **Personal Digital Archiving**

For detailed information about each of these sessions, go to: [http://www.amigos.org/know\\_n\\_go](http://www.amigos.org/know_n_go).

(Continued on page 16)

## Digital News: The DPLA

The Digital Public Library of America (DPLA)'s [platform](#) first launched in April 2013 with the aim of centralizing access to many U.S. libraries', archives', and museums' digitized materials. Today, it offers access to over 2.5 million items (images, books, audio, video, and others) from several state and regional libraries' digitized collections, including the Harvard Library, the Library of Congress, the Internet Archive, and the University of Illinois at Urbana-Champaign, with hopes to add more of these "hubs" as well as items from smaller institutions in the future.

Users have the option to browse or search by [timeline](#) or [map](#), to search by keyword, and to narrow searches by format, language, location, and subject. For example, as of October 2013, the map displays access to around 4,000 items related to Missouri (but be warned that this function is not perfect; narrowing the results down to Springfield also shows some items with locations of places like California and Maine).



Users also have the option of exploring [online exhibits](#) created by the DPLA and its partners. The exhibits cover topics such as activism and prohibition, which can then be narrowed down by theme (e.g., Martin Luther King, Jr., women's activism, the temperance movement, etc.).

The DPLA site also links to several [apps](#) created by independent developers, for use on mobile devices with iOS or Android, which organize DPLA data in different ways. For example, [StackLife](#) allows you to browse through Hathi Trust and Open Library books as if they were on a library shelf, with the thickness of the book icon indicating number of pages, and the length of the icon indicating its age.

Have a question about anything digital that you would like to see addressed in a future issue? If so, please contact Shannon Mawhiney at [smawhiney@missouristate.edu](mailto:smawhiney@missouristate.edu).

## CALL FOR PROPOSALS

### SLRLN TECH EXPO 2014 TRANSFORMING INFORMATION INTO KNOWLEDGE: TECHNOLOGY IN LIBRARIES FEBRUARY 26, 2014 PURSER CENTER, LOGAN UNIVERSITY

What digital learning technologies, tools, strategies, techniques, or philosophies are you using in your library to transform information into knowledge? What changes have you made in your library to engage users in learning new technologies? Would you like feedback about new projects or programs that your library has implemented? How are you helping people who use your library to adapt to the changing nature of the information landscape?

If you have answers to these questions, you can propose a presentation at the **SLRLN TECH EXPO** session! No matter what type of library you work in, presenting a Tech Expo session allows you to share and learn about effective tools and techniques. More importantly, conducting presentations, sharing new strategies and exchanging ideas opens the door for St. Louis regional librarians & staff to discuss what we do best in our libraries. Put this network to use and submit a proposal for the **Tech Expo 2014**.

Presenters receive a complimentary registration to the Tech Expo.

#### Possible topics include:

- Social Media/Social Networking
- Google/Google Scholar
- Online Teaching
- Marketing/PR
- Library Advocacy
- Mobile Technology
- Roaming Librarians
- SMS texting
- Virtual Reference
- E-readers & Tablets
- LibGuides
- Mobile Device Labs
- Gaming
- Banned Books/Censorship
- Special Collections
- Children's Programming
- People with Disabilities
- Public Safety/Disaster Preparedness

*What does your library do to transform information into knowledge for your users?*

Submit a completed [proposal form](#) by December 9, 2013 to [slrln@amigos.org](mailto:slrln@amigos.org) or fax it to 314-394-1326

*(Continued from page 15)*

#### Amigos Library Services Offers \$10,000 Award

The Amigos Fellowship and Opportunity Award Program supports library innovation, development, and research. Through a competitive application process, up to \$10,000 is available annually to Amigos member libraries and their staffs.

To learn more about this award, join Amigos staff online on January 9, 2014, at 1:30 p.m. CST. Find out how you or your library can apply for funding, and what projects may qualify. Also, get tips on writing a successful proposal and ask questions about the process. This one-hour session is open exclusively to Amigos Members. Registration is free of charge and open until 10:00 a.m. January 9.

Dates of interest include:

**Preliminary review:** January 20, 2014

**Final submission:** March 15, 2014

For more information about the award, check the Amigos website at: <http://www.amigos.org/fellowship>.



## MLA Conference Re-Cap 2013

Thank you, thank you, thank you to all who joined us for MLA 2013 in St Louis! The conference was a great success due to the hard work of many; Chris and I truly appreciated all of your support during the planning process and during the conference. We had over 400 conference attendees and almost 200 ticketed meal event attendees! We think the Sheraton Chalet did a fabulous job accommodating our group and are very thankful for their willingness to work with us on logistics and pricing. To those who attended, we hope you had a great time and found value in the programs, social events and networking opportunities. Because of your support, we were able to meet our budget numbers as given to us by the MLA Board and even exceed our conference profit goal. Your commitment to MLA and the conference helps support the annual budget and future needs of the association. Thank you for your support and generosity.

Please submit your evaluations so that future planners can learn what you liked (and what you didn't) and can take that information into consideration as they plan for the 2014 conference and beyond. The general conference evaluation can be found here; <http://goo.gl/ENp0kg> and the evaluation link for individual sessions here; <http://goo.gl/IBHHLA>

Please submit any photos you took to the MLA Photobucket account. Instructions for that are here:

Go to <http://photobucket.com/>

Username: molib2013 (this can go where it says "email")

Password: conference13

If you would like to view the photo booth picture from the first ever MLA Dance Party, please follow these instructions:

Go to [topnotchphotobooth.com](http://topnotchphotobooth.com)

At the top, you will see 6 tabs starting with 'Home'. Click on the 'Login Tab'

Enter your login info:

Username: MLA Library

Password: MLA1003

Once logged in, look to the right side of the page. You will see 'User Menu'. Under 'User Menu' click 'My Photos'

After you click 'My Photos', click on the picture in the middle of the screen. This will open your album.

You can click on the grey magnify glass to enlarge the picture and navigate through them.

Again, thank you to our 2013 Conference Planning Committee and your army of volunteers. You made a great conference come together and it was a pleasure working with all of you! Chris and I truly enjoyed serving as your 2013 Conference Co-Coordinators and look forward to many more years of MLA experiences.

Sincerely,

Candice Oliver & Chris Pryor

2013 MLA Conference Co-Coordinators

*Keep Calm & Ask a Librarian*

## Missouri River Regional Library Receives LSTA Grant

Missouri River Regional Library was recently selected as a recipient of an LSTA (Library Services and Technology Act) mini-grant for technology. With this grant, MRRL was awarded \$7,076. The grant money, along with matching funds from the MRRL Foundation, will be used to purchase a new digital microfilm reader for the main library. MRRL plans to purchase a ScanPro 3000 from Image Data to replace their current 15-year-old reader. Thanks to the grant and the generosity of the MRRL Foundation, MRRL will now have the latest high-definition microfilm reader currently available.

Submitted by

Renee Struempfler

Public Information Coordinator

Missouri River Regional Library

[struempfler@mrrl.org](mailto:struempfler@mrrl.org)

## Annual Treasurer's Report

As Treasurer, I feel that one of my most important roles is to communicate the financial value of your membership in MLA. I am proud to say that this year's Executive Board has worked very hard to create new opportunities for membership while strengthening our financial position.

As of September 30, MLA had over \$200,000 in assets. This is an increase of roughly \$5,000 from last year indicating that MLA is still steadily growing -- slowly, but surely. MLA also had a successful and squeaky-clean financial review by the public accountants of Casey, Beard & Boehmer.

Through your membership dues, MLA has been able to financially support ALA Emerging Leader Paul Smith, Missouri's ACRL Chapter Councillor Danielle Theiss, and Bohley Scholarship recipient Cindy Stewart Grant. We have also increased our advocacy efforts through Missouri Advocacy Day in Jefferson City and National Legislative Day in Washington, D.C.

Because sometimes our ambition exceeds our budget, we have forged new partnerships in an effort to secure new funding sources. Two years ago, Karen Hicklin and Nancee Dahms-Stinson applied for a \$12,000 early literacy grant from the Verizon Foundation. With this money, MLA was able to offer workshops this year to dozens of its members and a \$40 voucher for early literacy toys and activities for each attending library employee. Many thanks to the Youth Services Committee of Interest leadership for their hard work on this amazing training event.

Our deep appreciation also goes to the State Library who provided funding for this year's customer service and genealogy pre-conferences. With help from Betty Martin and Cheryl Lang, we were able to prepare a successful grant proposal. There were nearly 40 conference attendees who were able to participate in this free, fun, and enriching learning experience.

This is my third and final year serving on the MLA Executive Board. I thank the membership for this incredible opportunity to serve. On January 1, the kind, intelligent, and very capable Sharla Lair will take the reins of this office. My deep appreciation also goes to Keith Gaertner and Linda Elkow of Amigos Library Services. They have made this position much easier through their expert management of MLA's day-to-day financial responsibilities.

As Treasurer, I hope not only to stress the monetary value you bring to this organization, but also the personal touch you add by sharing your many gifts. Next year, I encourage you to leave a line item open in your budget for membership dues, and I challenge you to recruit a new member to MLA. As I have shared in the past, every success we celebrate as an Association begins with a strong foundation of active, committed members.

Respectfully submitted,

Brandy Sanchez  
MLA Treasurer and Member-at-Large  
[brandysanchez@gmail.com](mailto:brandysanchez@gmail.com)

## Missouri Evergreen Update

New and exciting things are happening in Missouri Evergreen! Blake Graham-Henderson was hired as the Missouri Evergreen Programmer, and officially began on October 1. Prior to being hired to work with Missouri Evergreen, Blake spent a year as the MOBIUS System Administrator. Carthage Public Library migrated onto the Evergreen system in late August, with Webb City Public Library following on September 30. Bollinger County Library goes live in mid-November. Sikeston Public Library is the newest members of the Missouri Evergreen consortium. The consortium currently contains 763,214 items, 522,570 bibs, and 130,581 patrons.

The mission of Missouri Evergreen is to provide a shared integrated library system to increase resource sharing among Missouri public libraries. Administered by MOBIUS, it is supported by the Institute of Museum and Library Services under the provision of the Library Services and Technology Act as Administered by the Missouri State Library, a division of the Office of the Secretary of State.

Submitted by  
Debbie Luchenbill  
Evergreen Coordinator  
[Deborah@mobiusteam.org](mailto:Deborah@mobiusteam.org)

## Poplar Bluff Library—Building Community Partnerships

Poplar Bluff Municipal Library District director, Sue Crites Szostak, places an emphasis on building partnerships with local agencies, schools, and government. An opportunity for such a partnership presented itself this past spring when Poplar Bluff Schools announced its program to equip every 7th and 8th grade student with a MacBook Air. When first learning about the Mac deployment, Szostak and her staff brainstormed to come up with a means to reach out to the schools to support this project knowing students would want to use the library for WIFI access and homework help. By partnering with the schools and taking a proactive approach library staff was able to manage their staffing resources and make it possible for students to take advantage of ebook resources and other available technologies.

The library staff team, Shannon Mangrum, Assistant Director, Erin Rigby, Children's Librarian, and Rusty Van Praag, Emerging Technologies Administrator, contacted Poplar Bluff school personnel asking about the possibility of participating in the Mac parent/student orientation. Library staff could interact with the students telling them about resources supporting classroom instruction and help with any library account issues. Poplar Bluff curriculum supervisor, Patty Robertson, and junior high technology coordinator, Candace Warren, enthusiastically endorsed the ideas presented then sought and received approval from school officials.

Detailed planning by the library team and school personnel soon followed culminating in the final night of Mac deployment which was marked by the appearance of lots of nervous 7th graders with tentative yet eager and broad smiles. The library was excited to be a part of this transition! 105 new cards were issued and 67 library cards were reactivated the third and final night of deployment. This brought the 3-day total to 322 new cards and 195 re-activated library cards. That's 517 fresh and active library cards to start off the school year!

A special thank you to Poplar Bluff Schools for including the library in this momentous digital transformation initiative! Library staff made friends, developed lasting partnerships, and opened doors for library growth. Since the Mac deployment, the library has created a partnership with the schools' Adult Education and Literacy program and will offer technology classes for parents after the first of the year. The good will created and proactive use of time paid for itself very quickly in this very successful partnership. When community partnerships are created everyone wins and we are all stronger together.

For access to news articles, please click on the following links;

<http://southeastmo.kait8.com/news/community-spirit/263913-poplar-bluff-library-teams-school-help-students-learn>

<http://www.poplarbluffschoools.net/admin/library-partnership/>

## Missouri Librarians Reading for Glory

Does your library staff have a blog about books? If not, would you like to create one? Would you like a chance to win a super awesome trophy for your library's book blog? If that sounds cool, consider joining the [Missouri Book Challenge](http://www.mobookchallenge.blogspot.com/), (<http://www.mobookchallenge.blogspot.com/>), a statewide contest between Missouri libraries that blog about books. Since 2011, a number of Missouri libraries have competed against each other to see whose staff is the most book crazy. The 2014 statewide challenge has just begun, so if you'd like a chance at winning the trophy, contact Christa Van Herreweghe at the University City Public Library at [christa@ucpl.lib.mo.us](mailto:christa@ucpl.lib.mo.us) for more information.

Winners for the 2013 season:

1. St. Charles City-County Library District – “Team Awesome”
2. Missouri River Regional Library – “River Readers”
3. Jefferson County Library—”JCL Reads”
4. SCC - St. Charles Community College
5. MOSL - Missouri State Library
6. Joplin Public Library
7. Brentwood Public Library
8. Fontbonne University



Laura Pirondi from St. Charles City-County Library District basking in victory with the Missouri Reading Cup, the traveling trophy for the Missouri Book Challenge.

## Livingston County Library Charitable Trust Established

A former library director has left an \$8 million gift to Livingston County Library in Chillicothe, the place where she worked for 10 years.

The Board of Directors of the Livingston County Library in Chillicothe, Missouri, has voted to create a charitable trust that will support library services and programs beyond the capacities of county funding. The Livingston County Library Charitable Trust Board is a volunteer board comprised of Livingston County Library Board Directors and additional appointed members.

The initial funding for the Trust was provided by a generous lead donation from the Lillian DesMarias Trust. Ms. DesMarias was Livingston County Library Director from 1970 to 1980. She was instrumental in getting the original elevator installed in the library in 1976 and in establishing a separate Children's Library. Ms. DesMarias died on November 24, 2012 at the age of 99, in Grundy Center, Iowa. She had a Master of Arts Degree in Library Science from the University of Denver and worked in several libraries throughout her career.

"Ms. DesMarias was very progressive during her time as library director. She believed that a library played an important role in an educated, successful community. She felt very fondly about her time at the Livingston County Library and had a great impact on the mission and goals of the Library then and today," current Library Director Robin Westphal stated.

The Livingston County Library Trust was established to accept donations and allocate funds to the Library for additional programs, materials, services and future capital projects. The DesMarias donation, and any others to follow, will be used exclusively for Library endeavors.

"The Livingston County Library Board of Directors gratefully accepts the generous and selfless gift to our community. Ms. DesMarias lived a life devoted to learning through her personal interests and dedication to her profession. It will be an honor for the Livingston County Library Trust Officers to carry on the lifework of Ms. DesMarias and those who follow through their gifts," Library Board President Marion Harter stated.

"This Trust provides a mechanism for which people will be able to leave funds to the Library after they've passed away. For me, and for many in our community, the Library has been an important component to an enjoyable, rich life," Harter continued.

Westphal explained that the role of libraries is evolving and that technological advances are changing the way service is delivered. "While we will always be the place to check out your favorite book or get information, the way in which we will do that is changing. The funds provided by the Trust will ensure the viability of the Library for future generations. We are so grateful to Ms. DesMarias for her foresight and commitment to the public library system."

Submitted by  
Robin Westphal  
Livingston County Library Director

To read more about this gift, visit [The Chillicothe Constitution-Tribune](#).

## A Message From the Editor

After almost two years of chair of the Publications Committee (now the MO INFO subcommittee), I'll be stepping aside to assume the duties of president-elect. Jennifer Parsons, whom many of us know from MOBIUS, will be taking over. Starting next month, please send your submissions to her at [parsons.jm@gmail.com](mailto:parsons.jm@gmail.com).

Keep those interesting articles about what you're doing in your library coming! Tell us who is retiring and who is joining you. Keep us informed on what's happening with our library school programs and graduates. For two years, it's been a joy to have the opportunity to share this information with you. This is a newsletter for MLA members, by MLA members, and about MLA members and their libraries. Thank you all for contributing over the last two years and for allowing me to lay out these issue. Continue sharing with us!

Submitted by  
Christina Prucha  
MO INFO Editor and subcommittee chair  
[christina.prucha@logan.edu](mailto:christina.prucha@logan.edu)

## MLA PLCI Survey of Directors and Hiring Managers -Survey Analysis

During the months of July and August 2013, MLA/PLCI conducted a survey capturing hiring characteristics that library directors and hiring managers look for when interviewing and choosing candidates from a pool of applicants. The survey also measured types of training and methods of data collection used in each respondent's library. Not meant to be an encompassing survey, MLA/PLCI officers compiled questions about public hiring trends, training options, library procedures, and data collections. The group administered the survey using Survey Monkey and respondents were recruited via the MPLD and MLA listservs. Eighty people responded to the ten questions listed below and those responses are briefly summarized.

1. Please give the single answer with which you most agree. When hiring library management personnel, which of these action oriented traits are most important to their job performance and effectiveness in the work place?

- customer-centered – 58%
- vision and mission centered – 27%
- task-centered – 9%
- goal-centered – 6%

*This leads us to believe that job candidates who indicate they are customer-centered could be considered more valuable and useful in comparison to other candidates. Vision and mission-centered candidates scored well also. Though, task-centered and goal-centered descriptors scored last. We must consider that each respondent may have a different level of management position in mind when answering this question. In theory, all who work in libraries are service and customer service oriented, and a first level manager who, at times, works front-end circulation interacts more with customers than a second tier or higher manager.*

2. What types of in-house training does your library offer to your staff? Check all that apply.

- Cross-training - 78%
- Technology training - 77%
- Customer service training - 75%
- Reference training - 51%
- Reader's advisory training - 40%

*Cross-training, technology training and customer service training appear to be the current training standards in libraries. A conclusion could be drawn that libraries with larger number of staff will provide cross-training, technology training and customer service training with reference and reader's advisory training available also. Libraries with smaller amount of staff have to provide cross-training because of the numerous duties and limited personnel. In other words, at smaller libraries, a smaller number of staff shares most of the job duties.*

3. Please give the single answer with which you most agree. Library personnel trained to be multi-task oriented:

- are more flexible in the library environment. - 67%
- are useful as library leaders. - 29%
- are not as useful to an employer who needs them to master a specific task. – 2%
- are less valuable than a specialist. – 1%

*We can conclude that the majority of directors and hiring managers prefer to hire multi-task oriented people and agree they are more flexible in the library work environment. Almost a third believes this type would be useful as a library leader.*

4. Please give the single answer with which you most agree. Library leaders who are creating a culture of assessment believe that

- staff has influence and can make a positive impact through customer service. -82%
- staff is just following orders when gathering statistics. -13%
- staff is eager to gather statistics with positive reinforcement. -5%
- staff has no influence on statistics. -0%

(Continued from page 21)

This may mean that directors and hiring managers have confidence that their staff is intrinsically motivated and able to positively impact customer service. In a culture of assessment, libraries create opportunities to measure the impact of their activities and materials that are offered. A strong majority of our study believes that employees make an impact by providing positive customer service experiences resulting in increased materials circulation. They believe that this service can also be evaluated, adjusted and improved to more positively impact or increase customer satisfaction.

5. Is it important to you that a job candidate be a member of a professional association?

- Percentage responding “no” -75%
- Percentage responding “yes” -25%

This indicates that three quarters of this professional membership thinks it is not essential that new job candidates be members of a professional association prior to hire. However, one quarter of the study thinks it is important. Memberships after hire were not considered.

6. Smart phones and digital eReaders are portals for many library services. How is your organization primarily tracking usage statistics? (eBook downloads)

- ILS and third party vendor tracks the data – 77%
- Statistics are tracked and reported by staff – 23%.

This indicates that the majority rely on ILS systems for data results. Eight, or 10% of the respondents, skipped this question which indicates that it may have been unclear what stats the survey question was asking for or that their libraries don't have access to eBook collections.

7. Do you feel that new MLS graduates with little or no working experience are prepared to engage customers and/or do reference interviews?

- New graduates are prepared but also that they need additional training from seasoned customer service personnel. – 60%
- Graduates are generally not prepared based on the knowledge they acquire in their program of study. – 26%.
- Specific curriculum to address this area is needed in graduate study. – 7%.
- New graduates are ready to engage customers and take part in reference interviews. – 7 %

These results indicate that there is confidence in the program preparation that the graduates received with a total of 67% agreeing, with some caveats. Thirty-three percent disagreed that the new graduates were ready to engage customers with reference interviews. When selecting these options, this group acknowledged that they did not feel confident that the new graduates were ready, based on their training, and that there needs to be specific training in the course of study on this topic. Eight respondents skipped this question indicating that it may have been unclear what the survey question was asking, they did not want to share their opinion, or they do not hire regularly and therefore have little or no interaction with new graduates.

8. A key indicator which helps me to identify a potential employee in an interview:

- The candidate must have evident drive to meet the requirement of the position. – 53%
- The candidate must have the credentials and skill to learn the position. – 29%
- Candidate uses action words and demonstrates a real knowledge of the position. – 11%
- Candidate has solid references.– 7%

This indicates that more than half of the respondents react positively to applicants who have evident drive –or who eagerly voice their interest and motivation to take on new challenges related to the position. It also indicates that having credentials is very important but not as important as exhibiting the drive to succeed in the job. Eleven percent indicated that an applicant's vocabulary and knowledge of the position helped them to identify candidates. The remaining seven percent prefer to rely on references.

(Continued on page 23)

9. Please give the answer with which you most agree. When selecting candidates for my library team, I look for individuals who

- portray the standard professional image and who are eager to work in a team environment. – 46%
- have “soft skills” like friendliness, optimism and empathy. – 39%
- have traditional “hard skills” or the basic job requirements. – 15%

*These results indicate the standard professional image plus eagerness to be a team player was more important to almost half of the survey takers. Soft-skills also scored high with one third of the survey takers. If half of the hiring directors and managers are selecting for applicants who present themselves in standard professional attire, who voice their eagerness to work as a team member, and who exhibit soft skills, then it makes sense that these kinds of applicants would get noticed and may be considered for a position. These same applicants, who also have the basic job requirements, would be considered more favorably among other applicants.*

10. Select all that apply. When selecting staff for the library I look for people who

- are a good fit for my existing staff. – 43%
- exhibit maturity, integrity and discretion. – 35%
- have support skills that complement my own and those of my staff. – 31%
- can articulate that their goals and mission are in line with the library’s goals and mission.– 24%
- have some working experience in libraries.– 11%

*This leads us to believe that the existing staff or team is strongly considered when a new position is being filled and that more than half, or 45 of the 80 respondents, agreed with some or all of the categories. It is also evident that candidates who “have some working experience in libraries” merit consideration but only to a small fraction (nine people) of our study.*

In addition to the survey questions, eleven respondents chose to add additional comments related to the survey. One person looks for job candidates who appear happy. One prefers to look at hard-skills first and then soft-skills. This person indicated that if the applicant does not have hard skills, then they will not be able to function from day one. One respondent is looking for driven and motivated personalities, stating that previous experience is not necessary. One respondent looks for applicants who can articulate an ability to be flexible and responsive to change. Another looks for adaptability and flexibility. One prefers applicants who have a quick rapport with people. One looks for applicants with customer service experience and who are comfortable with the public. One prefers applicants who are organized and self-motivated and who can communicate a strong work ethic without being prompted. Another suggested that smaller libraries have to cross-train because qualified applicants aren’t always available when positions open. The last person looks for applicants who ask questions to learn from others and who have a willingness to grow and try new things.

While not encompassing, the survey does provide insight about what managers and directors look for in applicants, the types of trainings that are offered to them once hired, and some of the data collection procedures that may be expected of them. It also offers some perceptions about what types of personalities employers hope to add to their teams. For example, there is a perception that sometimes staff “just follow orders” yet the majority believes that staff dutifully collect statistics (reference questions, tech questions, etc.) and can have a positive impact on their customers when providing this service. These results may be helpful to applicants seeking a job in a library environment. The results may be helpful to hiring managers and directors who want to compare how other libraries are selecting for positions. It may provide insight into training offered by other libraries, and it might inform libraries’ data collection procedures. Directors and hiring managers might also use some of these results to create job descriptions or to define the type of employee they seek. Other stakeholders, like public library board members, might be curious to know what kinds of employees are sought for the libraries they represent.

This was a first effort for PLCI and an interesting experience for the officers. It did achieve the goals we set out to reach. Essentially, we wanted to gather a sample of opinions from a core group of Missouri library professionals. We hope the results are useful to readers and to some or all of the people who took the time to respond.

Respectfully Submitted,  
Cindy Stewart Grant, Chair  
Public Library Community of Interest  
[cstewartgrant@mymcpl.org](mailto:cstewartgrant@mymcpl.org)



The Missouri Library Association, Columbia, MO, est. 1900, is the Missouri State Chapter of the American Library Association, Chicago, IL.

### MO INFO Submission Guidelines

**MO INFO** (ISSN 0884-2205) is published six times/year (January, March, May, July, September, and November).

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

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 Christina Prucha at [christina.prucha@logan.edu](mailto:christina.prucha@logan.edu).

### 2013 MLA Executive Board

#### President: (2013)

Carol Smith  
Associate Professor of Library Services,  
Technology Initiatives Librarian  
James C. Kirkpatrick Library  
University of Central Missouri  
Warrensburg, MO 64093  
660-543-8639  
[csmith@ucmo.edu](mailto:csmith@ucmo.edu)

#### President-Elect: (2013)

Gerald S. Brooks  
Director, Marketing and Public Relations  
St. Louis Public Library  
St. Louis, MO 63103  
314-662-1950 (cell)  
[gbrooks@slpl.org](mailto:gbrooks@slpl.org)

#### Past-President: (2013)

Glenda Hunt  
Director, Adair County Public Library  
One Library Lane  
Kirksville, MO 63501  
660-665-6038  
[ghunt@adairco.org](mailto:ghunt@adairco.org)

#### ALA Councilor: (2011-2013)

Pam Klipsch  
Director, Jefferson County Library  
High Ridge, MO 63049  
636-677-8689, Fax: 636-677-1769  
[pklipsch@jeffcolib.org](mailto:pklipsch@jeffcolib.org)

#### ALA Councilor-Elect: (2014-2016)

Regina Greer Cooper  
Executive Director  
Springfield-Greene County Library  
District  
Springfield, MO 65801  
(417) 883-5366  
[reginac@thelibrary.org](mailto:reginac@thelibrary.org)

#### Secretary/Member-at-Large: (2012-2013)

Keri Cascio  
Director of Innovative Technologies &  
Library Resource Management  
Linda Hall Library of Science,  
Engineering, & Technology  
Kansas City, MO 64110  
816-926-8765  
[kcascio@gmail.com](mailto:kcascio@gmail.com)

#### Treasurer: (2012-2013)

Brandy Sanchez  
Regional Services Librarian  
Daniel Boone Regional Library  
Columbia, MO 65205  
573-817-7047  
[brandysanchez@gmail.com](mailto:brandysanchez@gmail.com)

#### Member-At-Large: Assistant Treasurer (2013-2014)

Sharla Lair  
Consortial Services and Training  
Coordinator  
MOBIUS Consortium  
Columbia, MO 65203  
877-366-2487  
[sharla@mobiusteam.org](mailto:sharla@mobiusteam.org)

#### Member-at-Large: (2013-2014)

Cynthia Dudenhoffer  
Director of Information Resources  
Central Methodist University  
Fayette, MO 65248  
660-248--6292  
[cmdudenh@centralmethodist.edu](mailto:cmdudenh@centralmethodist.edu)

#### Member-at-Large: (2012-2013)

April Roy  
Manager, Kansas City Public Library  
L.H. Bluford Branch  
Kansas City, MO 64128  
816-701-3690  
[aprilroy@kclibrary.org](mailto:aprilroy@kclibrary.org)

#### Member-At-Large: (2013-2014)

Jane Theissen  
Associate Professor, Reference & Learning  
Commons Librarian  
Fontbonne University  
Clayton, MO 63105  
314-889-4570  
[jtheissen@fontbonne.edu](mailto:jtheissen@fontbonne.edu)

#### Management Firm – ex-Officio: (2013)

Tracy Byerly  
Chief Communications and Membership  
Development Officer  
AMIGOS  
Ballwin, MO 63021  
972-340-2893  
[byerly@amigos.org](mailto:byerly@amigos.org)