

# MO INFO

NEWSLETTER OF THE MISSOURI LIBRARY ASSOCIATION

March 2014

Volume 45, Number 2

## 2014 MLA Conference Update – Registration Rates and More!

Your 2014 Conference Arrangements Committee is hard at work planning for the 2014 MLA Conference in Columbia at the Holiday Inn Executive Center. Mark your calendars for Oct. 8-10 for “Evolution, Revolution: Reinventing Missouri Libraries.” In addition to our keynote speaker, Sarah Houghton (<http://librarianinblack.net/>), we have now received confirmation that Alex George, author of the best-selling novel “A Good American” will speak at the awards banquet on Oct. 9. Alex George is a charming speaker and a big fan of libraries, so this is an event you won’t want to miss!

Speaking of things not to be missed, what do seeds, SWOT analysis, Laura Ingalls Wilder, ukuleles, Google analytics and Minecraft have in common? These are all topics for possible breakout sessions or other training events proposed by your amazing peers for this year’s conference. Your Communities of Interest are currently reviewing and ranking these events for sponsorship.

### Planning for Conference: What Happens When?

Here’s what you can expect from us in the next few months.

- **April:** Trade show registration opens for corporate members March 17, and general registration will open April 1.
- **May:** The preliminary conference schedule is distributed to membership; Performers’ Showcase registration opens.
- **June:** Conference registration opens! Our current plan is to open registration on June 17, so mark your calendars.

### Registration Rates

In January, the MLA Executive Board approved the following registration rates for this year’s conference. Note that all rates, with the exception of the trade show pass, are the same as in 2013. Your leadership is dedicated to making this an affordable professional development and networking event for members.



*(Continued on page 13)*

## MLA Joins the Twitterverse

We may be a little late to the Twitter party but are pleased to announce that MLA is now part of the Twitterverse. You can follow us at @Molibraries for the latest on what's happening with the organization and other Missouri library news. 2014 marks the first year of MLA's official Social Media Subcommittee so we are also looking forward to building up the presence of our existing Facebook page: [www.facebook.com/MissouriLibraryAssociation](http://www.facebook.com/MissouriLibraryAssociation). We hope to increase communication and connections between our members and also the Missouri library community at large through a more active presence on social media for MLA.

Please don't hesitate to contact members of the Social Media Subcommittee with any suggestions or ideas:

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## Renovations at the Hooley-Bundschu Library at Kansas City's Avila University

The Hooley-Bundschu Library at Kansas City's Avila University has decided it is time to update! We will be beginning the renovation process at the end of March and will (hopefully) move in to our "new" space in early August. goal is to create an open and friendly atmosphere for students. We're adding a number of study rooms and large study spaces to encourage more collaborative learning, as well as some fresh spaces for individual study. We will also be increasing the number of computers and laptops available and growing our Information Literacy program by adding a technology laced classroom.

The library will be closed from March 31<sup>st</sup> to April 6<sup>th</sup> as we move to our temporary quarters in one of Avila University's dorms, Avila Hall. We plan to remain in Avila Hall through the summer, and will move back into our renovated space in mid-August. Unfortunately, we will be packing up and storing our books throughout the summer months and, therefore, unable to participate in Mobius or ILL as a lending institution; we will be maintaining a "borrower" status. We appreciate all the help and support we've already received from local libraries and would certainly appreciate some prayers and good thoughts for a quick and painless renovation! If you have any questions about our school, library, or our upcoming renovation please don't hesitate to call us at 816-501-3710 or email us at [hooleybunschulib@gmail.com](mailto:hooleybunschulib@gmail.com). Thank you!



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## Featured Librarian — March 2014

### Gerald Brooks, St. Louis Public Library and MLA President



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

My name is Gerald S. Brooks, and I am the Director of Community Relations and Programming for the St. Louis Public Library. I serve as a member of the senior management team and oversee staff responsible for all aspects of public programming, exhibitions, volunteers, and special events including planning, implementations, and logistics. In addition, I supervise the management of the Library's meeting rooms and the programming and event spaces in Central Library. For the past 22 years, I have been in the Marketing Department-- the last 17 of those years as the department's Director. In January, I was ask to develop a new Department, titled Programs and Special Events. I am now the Director of Community Relations and Programming.

I work collaboratively with Library staff and community partners to develop system-wide innovative programming that serves the diverse needs of the community and that is consistent with the mission and strategic goals of the Library. The Programming and Special Events Department establishes an effective community relations program, which increases the community's awareness of Library programs and events. Another of my responsibilities is to provide leadership and direction to said department. The department works closely with the Marketing and Technology Departments to promote Library programs and events and it works with the staff of the Library Foundation to establish partnerships and sponsorship of Library programming initiatives and to publicize programs and events. I also represent the Library at public functions: I serve as a Library liaison to community groups and act as spokesperson for the Library.

**Q1: What set you on your path to working in community relations and special events?**

I would say working in the Marketing department. A lot of what the Community Relations and Special Events department does, was at one time the responsibility of the Marketing department, so I would say my experience in Marketing led me here.

**Q2: What do you like most about being the director of programs and special events at St Louis Public Library?**

The look on a patron's face when they have had a good experience at one of our events and the sweet satisfaction knowing it was me and my staff working with others in the system that put it there.

**Q3: What do you think are the biggest challenges for anyone working in community relations and special events in a library setting?**

Continuing to come up with fresh and inviting programs, events, and ideas to keep patrons coming in. We are competing against whole lot of other venues and events, so how do you keep the seats full and usage up?

**Q4: If you were to hire someone to work in Programs and Special Events at SLPL what skills and/or qualities would you look for in a candidate?**

Being the kind of department it is, you must have strong leadership, organizational, and people skills. This is a department where each member depends on the other to get the job done, so being a team player is essential. You also need good communication skills and you must have experience in working with the public..

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## Reprint of *Library Journal* article: “ALA and the Reunification of Librarianship”

**Editor’s note:** This article was cited by MLA President Gerald Brooks in his opening remarks at Library Advocacy Day on March 4, 2014. It has been reprinted here with written permission from the *Library Journal*.

The original article was published on *Library Journal* website on January 23, 2014, at <http://lj.libraryjournal.com/2014/01/opinion/backtalk/ala-and-the-re-unification-of-librarianship/#>.

### ALA and the Reunification of Librarianship

By Daniel O’Connor and Phil Mulvaney on January 23, 2014

The American Library Association (ALA)’s burgeoning budget crisis and dip in membership show the group is having a tough time thriving as a multitype library organization. It might be easy to cast a net of blame across the tepid economy, the aging profession, even entrenched leadership in ALA itself. But we think ALA’s membership woes are caused by a lack of unity across librarianship, a problem that is reinforced by ALA’s organizational structure and too narrow publications. In the tradition of thinking such as Andy Woodworth’s “[big tent](#)” librarianship, we believe the leadership of ALA should be at the forefront of unifying librarianship, working to link our academic, public, and school libraries and librarians. Instead, we shudder as we see ALA working to reinforce silos that separate public, academic, and school libraries from one another, rather than bridges to connect them.

ALA membership figures rose almost 100 percent from 33,208 members in 1975 to 66,075 in 2005. Since that high-water mark in 2005, however, ALA membership has dropped 13 percent, a loss of over 8,500 members. That decline is contributing to a growing budget problem for ALA. Executive Director Keith Michael Fiels noted recently that publishing revenue dropped by 22 percent and that membership goals fell short of projections. Conference revenues are projected to decline this year in Las Vegas. Outgoing ALA treasurer Jim Neal reflected on its budget issues and noted that “ALA operates with a number of units which are income centers and others which are cost centers.”

ALA was founded in 1876 as a library association. In 1939 it began forming type-of-library and type-of-activity divisions, which were expanded in 1955. The development of standards for the various types of libraries exacerbated this disconnect by reinforcing the need for each type of library to respond to its respective standards. Today, that pulling apart continues as ALA divisions and their separate conferences focus tightly on the audience they are perceived to serve, rarely looking outside of their own comfortable walls.

Many universities are now adopting performance-based funding models, in which units are expected to generate enough revenue to cover their own expenses. If ALA were to adopt such a strategy, then its financially successful divisions would be self-sufficient. But what is the incentive for the successful division to remain in ALA when it could form its own separate association and no longer need to subsidize its less-profitable brethren? It’s an idea that has emerged in the past but is more and more a realistic alternative for financially successful divisions that already call themselves “associations.”

ALA could well face the dissolution of its membership into separate associations. Special libraries were at one time connected to ALA, for example, but have successfully forged an independent organization to address the specific needs of its members.

We need not risk similar secessions if ALA leadership can act to reunify our organization so that each member feels that the professional conversation they’re involved in overcomes any boundary of library type and speaks to the shared principles binding our profession. To reestablish itself as an association for all librarians, ALA must foster mechanisms that allow librarians and libraries to unite and share their common concerns. It’s not too late to turn the trend around: there are ways we think the organization can create unity among members while also combating falling membership rates and declining revenue.

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## Declaration for the Right to Libraries

As the ALA Chapter Councilor for the state of Missouri, I was asked to be the state coordinator for the Declaration for the Right to Libraries initiative from ALA President, Barbara Stripling. President Stripling plans to deliver the signed scrolls for the Declaration to Congress on May 5-6 during National Library Legislative Day activities. She is urging all libraries to take part in this promotion for access to libraries.

Here in Springfield, we plan to have the declaration available at each branch for signing during the month of March. We will publicize it and ask people if they would be interested in signing it. We will have a large copy of the declaration on display with the following invitation, "You're invited to be part of a national campaign "Libraries Change Lives," sponsored by the American Library Association. (For age 13 and older, please.) Your signature shows you endorse the work being done at the Library and that you support the ideal of everyone's access to libraries." We also will be inviting our local officials to stop by one of our branches to sign the declaration.

All kinds of events are being planned throughout the country. Information about planning a signing event for your library is available at [www.ala.org/advocacy/declaration-right-libraries](http://www.ala.org/advocacy/declaration-right-libraries). After the declaration is signed, please send the scrolls with signatures to ALA.

I would love to hear about your event. You can send me information at [reginac@thelibrary.org](mailto:reginac@thelibrary.org). If there are any questions that I can answer about the campaign, please feel free to ask.

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## Missouri Evergreen Update

Missouri Evergreen continues to grow and resource sharing abounds! Bollinger County Library went live on Evergreen in mid-November, followed by Scenic Regional Library and Washington Public Library in mid-January. Caruthersville Public Library will be live on Evergreen in mid-March. Marion County Subdistrict #1 Library is the newest member of the Missouri Evergreen consortium. The consortium now contains 1,123,277 items, 794,498 bibs, and 181,205 patrons. Member libraries borrow and lend materials within the consortium, using the already-existing courier delivery service. Patrons can place holds on materials from member libraries in the same way they can from their local systems.

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, which is a division of the Office of the Secretary of State.

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## Amigos News and Updates

### **Amigos Offers Free Online Conference Attendance to Members!**

Amigos is excited to announce that staff at all member institutions can now attend Amigos topical live online conferences free! This benefit extends the outstanding learning opportunities Amigos offers more broadly and will allow all members to take advantage.

Several years ago, Amigos began offering its Annual Member Conference online and at no charge. Recently, Amigos decided that offering the topical online conferences to all member libraries free of charge would enhance their learning experience as well as allow members another occasion to participate in learning opportunities.

The next online conference, "I've Got What in My Library? Caring for Non-Traditional Materials," is April 3. As always, the sessions promise to be engaging and informative. We encourage you to sign up today.

For more information about this new member benefit, contact Tracy Byerly, at [byerly@amigos.org](mailto:byerly@amigos.org) or 800-843-8482, ext. 2893.

### **Free RDA Toolkit Subscriptions Now Available for Amigos Members!**

To support the adoption of the new Resource Description and Access (RDA) cataloging standard, Amigos is excited to announce it will now cover the cost of an RDA Toolkit subscription with one simultaneous user. This benefit is offered to all Amigos members.

Visit the Amigos website for additional details regarding this exciting new member benefit! To proceed with an order, please complete the order form and license agreement. When ordering through Amigos, additional simultaneous users are available at 15% off the American Library Association's list price.

For more information, contact Chris Brown at Amigos, 800-843-8482, ext. 2843, or [brown@amigos.org](mailto:brown@amigos.org).

### **Know & Go Session: "EAD Revision Update" Set for March 10**

Amigos will offer the informative Know & Go session, "EAD Revision Update," March 10 from 1:30 - 2:30 p.m. CDT. Join Bill Walker, Imaging Field Services Officer, for this timely update on the EAD revision, scheduled for release this spring. This session will provide the latest news on the new EAD revision, cover the deliverables for the new release, and show examples of new structures, elements and attributes. If you are an archivist who works with EAD, you'll want to attend this session. Register on the Amigos website.

The popular Know & Go educational series is one of the no-charge benefits available for Amigos members. Know & Go sessions are offered twice monthly on Monday afternoons. Visit the Amigos website for other timely Know & Go topics in the coming months.

### **Computers in Libraries 2014 Offers Discount to Amigos Members**

Attending the Computers in Libraries 2014 conference, April 7-9 in Washington D.C.? Register through Amigos and save \$200!

For a limited time, Amigos Members are eligible for registration discounts. To receive these discounts, members must register by March 7. Complete discount and registration details are available on the Amigos website.

Larry Godwin  
Amigos Library Services

## St. Louis Federal Reserve and Its Library Celebrates Centennial

Dec. 23, 2013, marked the 100th anniversary of the passage of the Federal Reserve Act, which established the Federal Reserve as the central bank for the United States. Financial panics and bank runs plagued the nation during the 19th and early 20th centuries, and the Panic of 1907 prompted many Americans to call for a central bank. In response, Congress passed the Federal Reserve Act, which President Woodrow Wilson signed into law to provide our country with a more stable financial system.

The Act structured the Federal Reserve as a central bank with a decentralized structure, consisting of regional representation via the District Reserve Banks, and public oversight by a Board of Governors in Washington, D.C. A Reserve Bank Organization Committee (RBOC) was formed to determine how many regional (District) Banks were needed and where they would be located. In early 1914, the RBOC came to St. Louis to solicit the views of St. Louis bankers and business leaders to make the case for St. Louis as a Reserve Bank city.

The RBOC heard arguments from 37 cities seeking designation as a regional Reserve Bank location. Ultimately, the committee chose 12 locations for Reserve Banks; St. Louis, the nation's fourth-largest city at the time, was designated as the headquarters of the Eighth District, which covers all of Arkansas and parts of Illinois, Indiana, Kentucky, Mississippi, Missouri and Tennessee.

Kansas City was also awarded a Reserve Bank as the headquarters of the Tenth District, which covers Colorado, Kansas, Nebraska, Oklahoma, Wyoming and parts of western Missouri and northern New Mexico, making Missouri the only state to have two Federal Reserve Banks. Each Federal Reserve Bank and the Board of Governors in Washington, D.C., has a library and an archive, which have been instrumental in providing digitized information and photographs used to populate the websites discussed below.

The yearlong centennial commemoration is an opportunity for the entire Federal Reserve System to promote a greater understanding and awareness of the Fed, including its mandate, structure, and functions. To that end, all 12 Federal Reserve districts are represented on a [commemorative Gateway website](#). Brief Fed facts, information about key economic events, details about individuals instrumental in shaping the Fed, and insights into the Fed's purpose make up the 11,000 artifacts housed on this interactive site.

In addition to the System website, [the St. Louis Fed](#) and [the Kansas City Fed](#) have created their own centennial websites where visitors can explore 100 years of historical materials from the two districts, including interactive timelines, photos and audio clips, and historical documents.

Providing public access to economic information and data has long been an important mission for the St. Louis Fed. Anyone interested in learning more or conducting personal research about the Fed is encouraged to explore the [FRASER](#) archive to discover more about 100 years of U.S. central banking.

Kathy Cosgrove  
Senior Reference Librarian  
Federal Reserve Bank of St. Louis  
[Cosgrove@stls.frb.org](mailto:Cosgrove@stls.frb.org)

The St. Louis Federal Reserve's Library has assembled a Federal Reserve Centennial Information/Display Package for Missouri libraries wishing to provide a display or exhibit about the Fed at their library.

The information/display package contains

- Brochures
- Posters
- CDs
- DVDs
- Teacher lesson plans
- A map
- Bags of shredded currency,
- A piggy bank made from shredded currency
- Historical postcards of Fed buildings then and now.

All materials are provided free and do not need to be returned. To request a packet, contact Kathy Cosgrove at [Kathy.E.Cosgrove@stls.frb.org](mailto:Kathy.E.Cosgrove@stls.frb.org), or call her at 314 444-4291.



## Kirkwood Public Library Opens Art Gallery

Thanks to a generous donation from the Friends of the Kirkwood Public Library, the library opened their art gallery in February with paintings by Kirkwood resident Mary Hanson. An artist reception was held on Friday, February 21. Ms. Hanson's art will be on display until March 31st.

The library's hope is to share new art forms and ideas, to foster creativity and inspire curiosity and to provide exhibition opportunities for the artistic community. Submissions to display are currently being accepted. A visit to the library prior to exhibiting is encouraged to view the space and the hanging system. Look for more information on the library's website ([www.kirkwoodpubliclibrary.org](http://www.kirkwoodpubliclibrary.org)) or contact Library Director Sarah Erwin at [serwin@kirkwoodpubliclibrary.org](mailto:serwin@kirkwoodpubliclibrary.org) or 821-5770.



Deb Barry  
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## MOBIUS Announces First Out-of-State Membership with Tulsa City-County Library

The MOBIUS consortium proudly announces the addition of the Tulsa City-County Library of Tulsa, Oklahoma as its first member library from outside the state of Missouri.

Tulsa's collection of over 1.5 million items will be available in the MOBIUS Union Catalog (<http://searchmobius.org>) sometime in the Spring of 2014. They have been a longtime Innovative customer and continue to manage their own system as a MOBIUS standalone library system, much like current MOBIUS members Springfield-Greene County Library and Missouri River Regional Libraries. Delivery to and from Tulsa will be five days per week. Tulsa City-County Library serves a population of over 600,000 residents over an area of 573 square miles, and circulates over 6 million items each year.

Both the MOBIUS staff and MOBIUS members are very excited about this new collaboration and the resources it will provide to present MOBIUS patrons and to the Tulsa City-County community.

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## MOBIUS Announces Collaboration with Colorado Alliance of Research Libraries

MOBIUS is very excited to announce a new collaboration with the Colorado Alliance of Research Libraries. Beginning in the spring of 2014, both the MOBIUS union catalog and the Alliance union catalog (called Prospector) -- both Innovative Interfaces systems using INN-Reach-- will be able to share materials. The collaboration will give MOBIUS patrons access to an additional 30 million Alliance items, while Alliance patrons will have access to an additional 25 million MOBIUS items. Delivery between both consortiums' libraries will be five days per week.

Sharing will be done using an Innovative Interfaces product called Peer-to-Peer. Peer-to-Peer will allow for patrons from one system to request items from the other, without needing to load all of the holdings from one catalog into the other. MOBIUS library patrons will be able to click a "Search Prospector" button in the MOBIUS union catalog and local cluster catalogs; this will allow the patron to request Prospector items with their own MOBIUS library cards.

Additionally, the Alliance's union catalog contains holdings for Center for Research Libraries (CRL), and organization for which MOBIUS Members University of Missouri- Columbia, University of Missouri- Kansas City, and Washington University in St. Louis are also members. The expanding partnership will also make it easier for current MOBIUS member libraries to request materials from fellow CRL libraries.

Jennifer Parsons  
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## Mid-American Library Alliance (MALA) Updates

### MALA Offering lynda.com Licenses

The Mid-America Library Alliance (MALA) is offering a second round of [lynda.com licenses](#) to our membership. This will be a 9-month license for unlimited training and will begin on June 1, 2014. The cost is \$75 for a 9-month license. There are a limited number of spaces available, so make sure to secure your spot now!

Offering training your way and on your schedule, lynda.com is an award-winning provider of rich, relevant and educational materials with an ever-expanding library of thousands of media-rich online tutorials in a variety of topic areas, including:

- Office Productivity
- Databases
- Spreadsheets
- Finance
- Photoshop
- Business Skills
- Adobe Applications
- Management
- Miscellaneous Applications
- And much more!

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## Library Patrons Down with Downton Abbey Tea

The Kisker Road Branch of the St. Charles City-County Library District hosted an exciting and well-received adult program on February 13 -- a Downton Abbey Tea! It was an afternoon tea experience for all of the Downton Abbey fans out there.

To give you an idea of the atmosphere, a variety of hot teas were served in beautiful china teacups. Attractive teapots were placed at every table. Scones, cucumber sandwiches and other sweets and savories were served. Staff wore aprons to give the look of authentic servants at Downton and attended to the guests' needs. Throughout the program, the guests enjoyed tea, good conversation and played Downton Abbey Trivia at each of their tables. Door prizes were awarded to several lucky winners, and a good time was had by all. Staff at the Kisker Road Branch did an amazing job!



One grateful patron donated three of her personal teapots to use at the program. The details were in the decorations and creating the appropriate atmosphere to closely reflect a similar feeling to an Edwardian era afternoon tea. There were several smiles and thank yous given to our staff afterwards. The comments were a pleasure to see. Here are just some of the comments the guests shared with library staff:

- "Dear Vivienne, Thank you. The Downton Abbey tea event was delightful, and delicious. You and your staff gave a wonderful party. I was anticipating a pleasant program, and it was just so much more."
- "Thank you for providing such a lovely afternoon to enjoy an English tea. Great job."
- "Wonderful time today. You made us feel so special!"
- "I loved this event--the staff, the food, the trivia. It was lovely and so fun. Thank you!"
- "I came today for the Downton Abbey Tea and it was absolutely lovely! The staff was so kind and made coming to the library the highlight of my week!"
- "The Downton Abbey Tea was special for all attendees. An outstanding job. We all felt like we were in another world! Thank you, Vivienne, for your creativity. You are No. 1 in my opinion."
- "I attended the most wonderful tea--what a treat. I had a wonderful time."
- "You put on such a lovely tea. I think it was much more than any of us anticipated and was enjoyed by all. Thanks again."
- "An absolutely lovely & well organized program! The food & tea was delicious. Wonderful to share an interest in D. Abbey w/ others. Thank you so much!"

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## Springfield-Greene County Library District Updates

### Food for Fines Brings 7,172 lbs. of Food for the Hungry

Library District patrons donated 7,172 lbs. of nonperishable food for Ozarks Food Harvest during the fifth Food for Fines campaign. It ran Jan. 26-Feb. 1 at all the branches and the Mobile Library bookmobile. Patrons received 50 cents off their overdue fines for every food or hygiene product they brought to the checkout desk. By week's end, librarians waived \$3,189.94 in fines. Some people generously donated food without having any overdue fines. That 7,172 lbs. of food will provide 5,976 meals for families served by Ozarks Food Harvest, according to Sara McClendon, the food bank's food drive outreach assistant. This year's donations bring the five-year total of food collected to 39,124 lbs. from Food for Fines.



### Tulsa City-County Library Materials Available via MOBIUS

This spring, library patrons will be able to directly request materials through the MOBIUS Union Catalog from the Tulsa City-County Library. We currently do a significant amount of traditional interlibrary loan of materials with Tulsa, but the MOBIUS membership will streamline processing, hold shelf, and renewal procedures. Delivery will be five days per week. Tulsa already actively loans AV materials, which will be a benefit to our patrons as well. This is the Library's first out-of-state member library. Tulsa has a central library with 24 branch libraries and a collection of more than 1.5 million items.

A Food for Fines pickup from a Springfield-Greene County Library branch.

### Staff and Patrons Follow Director Regina Cooper on Twitter

Library staff and the public can find out what's going on in the library district before anyone else by following Executive Director Regina Cooper on Twitter. She recently created a Twitter account, @ReginaGreerCoop. Regina posts newsy items, ideas, and poses questions daily for a growing number of followers.



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## The Missouri Building Block 2013 Award Winner and 2014 Nominees

The Missouri Building Block Committee is happy to announce that the winner of the 2013 Missouri Building Block Award is Pete the Cat and His Four Groovy Buttons written by Eric Litwin and illustrated by James Dean. Almost 22,000 children in the state of Missouri voted this year. Pete the Cat captured over 20% of the voting with a total of 4,494 votes. It's a Tiger! written by David LaRochelle and illustrated by Jeremy Tankard came in second with 3,200 votes. I'm Bored written by Michael Ian Black and illustrated by Debbie Ridpath Ohi, Cat Secrets by Jef Czekaj, and The Duckling Gets a Cookie!? by Mo Willems were in a close battle for third place, with Cat Secrets coming out on top with 2,625 votes.

The Missouri Building Block Committee thanks all the teachers, librarians, parents, and caregivers who took the time to read these stories and ask children for their votes. Please continue to spread the word and participate this year!

The nominees for 2014 are:

Count the Monkeys by Mac Barnett

I Dare You Not to Yawn by Helene Boudreau

Open Very Carefully: A Book with Bite by Nick Bromley

Rabbit by Rodrigo Folgueira

Little Nelly's Big Book by Pippa Goodhart

This Little Piggy by Tim Harrington

Mustache Baby by Bridget Heos

Moo by David LaRochelle

The Watermelon Seed by Greg Pizzoli

That is Not a Good Idea by Mo Willems

For more information about the Missouri Building Block Picture Book Award program, go to our website: <http://molib.org/awards/buildingblock/>

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## 2014 MLA Conference Update – Registration Rates and More!

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### Registration Rates

In January, the MLA Executive Board approved the following registration rates for this year's conference. Note that all rates, with the exception of the trade show pass, are the same as in 2013. Your leadership is dedicated to making this an affordable professional development and networking event for members.

Early Bird Rates (tentatively valid through August 29, 2014)

- Full Conference Member Rate \$105
- Full Conference Non-member Rate \$175
- Full Conference Student Rate \$50
- Full Conference Trustee/Friends Rate \$70
- One-day Member Rate \$55
- One-day Non-member Rate \$125
- Trade Show Only Pass \$10

Full Registration Rates

- Full Conference Member Rate \$140
- Full Conference Non-member rate \$200
- Full Conference Student Rate \$85
- Full Conference Trustee/Friends Rate \$105
- One-day Member Rate \$90
- One-day Non-member Rate \$150
- Trade Show Only Pass \$15

### MLA needs you

Just as MLA itself runs on the power of incredible volunteers, the conference depends on members donating their time and talents. If you are a techie troubleshooter, design diva, hostess with the most-ess, or simply excel at asking, "How can I help you?" then please consider volunteering using this form ([goo.gl/clZH9o](http://goo.gl/clZH9o)). Thanks in advance!

We look forward to making 2014 an educational and inspirational event, and we can't wait to see you in CoMo this October!

Your 2014 Conference Co-coordinators,

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## Featured Librarian — March 2014

### Gerald Brooks, St. Louis Public Library and MLA President

(Continued from page 3)

#### **Q5: What have you gotten out of your involvement in the Missouri Library Association?**

My involvement in MLA started in 1999 as a member of the Legislative Committee and has been an eye-opening experience. It has given me a network to some of the most talented people you could ever want to meet. In 2000, I had the honor of being chosen by the State Librarian to be part of a committee that created a marketing tool for all libraries in the state. It helped me in my job as Director of Marketing and continues to help me in my new position as Director of Community Relations and Programming by working with Librarians across the State to keep informed of legislation that could affect my Library as well as others. Up until this year, I was the Federal Legislative Coordinator for MLA which gave me even more opportunities to learn from and experience Advocacy Day on the Washington D.C. level. I relinquished that position when I was elected President of MLA for 2014.

## Reprint of *Library Journal* article: “ALA and the Reunification of Librarianship”

[**Editor’s note:** This article first appeared on the *Library Journal* website at [http://lj.libraryjournal.com/2014/01/opinion/backtalk/ala-and-the-re-unification-of-librarianship/#\\_](http://lj.libraryjournal.com/2014/01/opinion/backtalk/ala-and-the-re-unification-of-librarianship/#_). It is reprinted here with written permission from the *Library Journal*.]

(Continued from page 4)

### **Cross-channel conferences**

A glance at ALA’s 2013 conference in Chicago shows the walls among types of librarianship standing strong. Of the 253 major programs offered at that conference, only 11 (4.3 percent) were sponsored by more than one division. Academic librarians seem especially out in the cold, as there were no programs that were cosponsored by the Association of College and Research Libraries (ACRL) and either the Public Library Association (PLA) or American Association of School Librarians (AASL).

This needs to change. At its conferences, ALA promotes the unity of librarianship when it addresses its key action areas in a multitype library context. At that Chicago conference, we were able to identify at least five programs that could attract a multitype audience. Two things became apparent in reviewing the rest of the programs at this conference. The process-focused divisions (Association for Library Collections and Technical Services, Library Leadership and Management Association, Library and Information Technology Association) were more likely to sponsor multitype sessions. Yet, most did not address issues beyond technical efficiencies. This missed an opportunity for communication among librarians of different disciplines. Also interesting, many library vendors could cut across type-of-library divisions in attracting customers. If vendors and exhibitors can appeal to everyone in the room, why should we expect any less of event programmers?

### **Planning for Publishing**

It’s not just conference scheduling that reinforces these silos—stovepipe offerings are also reflected in the recent titles published by ALA. “Type of library” books predominated, with a few exceptions in functional textbooks such as cataloging and reference. Several ALA journals do address the issues of different types of libraries at functional and technical levels but often without the bigger picture views that would bind those different libraries together.

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## Reprint of *Library Journal* article: “ALA and the Reunification of Librarianship”

[**Editor’s note:** This article first appeared on the *Library Journal* website at [http://lj.libraryjournal.com/2014/01/opinion/backtalk/ala-and-the-re-unification-of-librarianship/#\\_](http://lj.libraryjournal.com/2014/01/opinion/backtalk/ala-and-the-re-unification-of-librarianship/#_). It is reprinted here with written permission from the *Library Journal*.]

(Continued from page 10)

ALA’s publications can be excellent, but, with few exceptions, they are either type-of-library specific (e.g., *Public Libraries*, *College & Research Libraries*, *School Library Research*) or are topic or service specific (e.g., *Library Resources & Technical Services*, *Library Technology Reports*, *Library Leadership & Management*), rarely providing in-depth treatment of the unifying key issues of the profession.

The faculty of our accredited LIS programs conduct an important percentage of library-oriented research, but there is little incentive for them to publish in ALA’s flagship publication, *American Libraries*, since it is not peer reviewed. We propose the creation of *The Journal of the American Library Association*, which would publish substantive articles and conference presentations spanning the various boundaries of librarianship and addressing ALA’s eight key action areas. ALA could use this to provide a mechanism to reconnect the different facets of librarianship under a single, unified, scholarly publication.

### A shared foundation

In some ways, it’s not surprising that an organization of the size of ALA has been slow to evolve. The vast number of committees, specialized publications, and massive conferences that are the hallmark of the organization are not built for quick change. Many members are reluctant to leave familiar pastures as the library landscape shifts around them.

Moreover, as librarians are rethinking what their libraries are about, the answers they come up with often look different from library to library. Today, public librarians embark on innovation with Maker spaces, while academic librarians confront the reality of teaching information literacy to more students than ever before. School librarians, if they are lucky enough to survive budget cuts, are increasingly focused on Common Core curricular issues and the classroom.

But while it may look like they’re growing apart, different types of librarians still have common ground. We must identify those commonalities to build a more unified ALA.

Whether we work in a school, university, or public branch, librarians share a few core values. We value unfettered access to quality information. We share a belief that order is a necessary precondition for access. Inherent in the idea of access is diversity: we do not discriminate in the provision of service or in the provision of materials. We respect intellectual freedom and protection of users’ privacy. We act on these values by being careful stewards of what has been entrusted to us: the collections, the facilities in which the collections are housed, the services provided by staff. Thus, we value preservation. Librarians act both to preserve the past for the present and preserve the present for the future. Libraries are physical—and now virtual—representations of a community of inquiry in which people ask questions of one another, of data, of texts, and of images.

These values unite us and provide the solidarity we need to move together during the turmoil of a technological age that challenges many of our cherished principles. They separate us from all other professions, in turn helping to define our own. They are the things librarians of all stripes can agree on, areas on which we, and ALA, should focus in the future.



## Mid-American Library Alliance (MALA) Updates

*(Continued from page 8)*

### **MALA Offering lynda.com Licenses (continued)**

Lynda.com's all-star team of trainers and teachers provides comprehensive and unbiased movie-based training to an international membership of tens of thousands of subscribers. lynda.com is ideal for finding both quick answers as well as undergoing entire training series. lynda.com offers videos for all skill levels that can be viewed a few minutes at a time or longer. Those who finish a training series will receive a custom-made certificate of completion.

If your organization is already a member of MALA - you are eligible. Otherwise, it is easy to become a MALA [Educational Affiliate Member](#) today in order to take advantage of this great training opportunity. Please visit the membership page of our website to learn more about becoming a MALA Educational Affiliate member.

Visit our website at [www.mid-americalibraryalliance.org](http://www.mid-americalibraryalliance.org) for additional information or contact Susan Burton by email [susanburton@mid-americalibraryalliance.org](mailto:susanburton@mid-americalibraryalliance.org) or by phone at 816-521-7257.

### **Human Resources for Libraries Webcasts**

The Missouri State Library in partnership with the Mid-America Library Alliance (MALA) is sponsoring [Human Resources Series for Libraries webcasts](#). These will be available FREE to Missouri Public Library personnel.

There are a limited number of seats available through the Missouri State Library funding.

The Human Resources for Libraries webcasts are pre-recorded and vary in length from 30 minutes to 1 hour and 40 minutes. You do not need any special software to view and listen, just a computer!

The following webcasts are now available:

- Coaching Library Staff for Enhanced Performance
- Designing Individual Development Plans for Library Staff
- Documenting Discipline & Performance Issues in the Library
- Embracing Generational Diversity in the Library Workforce
- Guide to the Family & Medical Leave Act for Libraries
- Library Compliance with the Fair Labor Standards Act
- Motivate and Energize Your Library Workforce
- Online Harassment Prevention Training for Library Supervisors
- Online Harassment Prevention Training for Library Staff
- Overview of Legal Acts Affecting Human Resources in Libraries
- Preparing for Your Next Library Job Interview
- Transitioning from Buddy to Boss for Library Leaders

Each registration entitles only the registrant to access the webcast. Registrations may not be shared in any way. You may not broadcast or redistribute without prior approval from the Mid-America Library Alliance. That includes, but is not limited to, displaying webcast via projector, large screen TV, or overhead projector.

Once your registration is approved by the Missouri State Library, you will be sent via email the link, password and handout for the selected webcast. Since passwords are changed frequently, we suggest viewing the webcast as soon as possible after registering.

For more information, visit our website at [www.mid-americalibraryalliance.org](http://www.mid-americalibraryalliance.org) or contact Mary Puhr by email at [marypuhr@mid-americalibraryalliance.org](mailto:marypuhr@mid-americalibraryalliance.org) or by phone at 816-521-7257.

*(Continued on page )*

## Mid-American Library Alliance (MALA) Updates

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### **MALA Children's Workshop 2014**

The Annual Mid-America Library Alliance (MALA) [Children's Workshop](#) will be held Tuesday, March 25, 2014 at the Colonial Presbyterian Church from 9 a.m.-4 p.m. (there is plenty of free parking!). Our Children's Workshop Committee has been hard at work planning the workshop. Find the current information on sessions and breakouts below, and check our [webpage](#) often as information will be added and updated as it is received. Registration closes March 16.

### **Keynote - Joyce Slater**

Joyce Slater is the Executive Director of the River and Prairie Storytellers and has been sharing the power of storytelling with children since 1996. She will share ways to make storytelling interactive and fun for your youngest and oldest listeners.

### **Breakouts Sessions (repeated in the afternoon)**

- [Generation Tech: Using Technology in Early Literacy Programming](#) - Kim Patton  
Want to keep up with the youngest members of the tech generation? Check out new ways to keep kids (and parents) engaged in storytime through technology.
- [What is an ALSC?](#) - Crystal Faris  
Why would you want to belong to the professional organization full of library staff who work with children? What does ALSC do beyond select the Newbery and Caldecott? Come find out! And if you already know, one share your experiences.

### **Table Talks & Poster Sessions**

- [Apps for Early Literacy](#) - Shari Ellison  
Join us to take a look at some great apps that can enhance early literacy development for toddlers and preschoolers. We will explore some hands on fun with apps and devices and give you a chance to share your own favorites at this techie table talk.
- [Fizz, Boom, Storytime!](#) - Lisa Campbell  
SRP this year is centered on science, and this session is all about our youngest scientists! Check out these quick, easy, and affordable ways to incorporate a little science into your storytimes this summer.
- [Promoting Picture Book Awards](#) - Rachael Adcock & Bethany Miller  
Explore new ways to promote your state and local picture book awards through use in storytime and get tips on how to kid voter participation.
- [Passive Programming for Early Literacy](#) - provided by Sandi Vance  
Try out some easy, hands-on activities that you can use as passive programs, alternatives to traditional storytime crafts, or in your library's early literacy stations. No matter how small your space (or budget), these activities are simple and manageable for just about everyone!
- [Movin' and Groovin' in Storytime](#) - Melissa Brown & Paula Blough  
Get up and groove in storytime with rhymes, fingerplays, and other movement activities. Follow along as these ladies lead us through some fun and interactive activities that will keep you and your storytime friends on their toes.

*(Continued on page 15)*

## Mid-American Library Alliance (MALA) Updates

*(Continued from page 15)*

### **MALA Children's Workshop 2014 (continued)**

#### **Best Books for Storytime**

Children's Workshop Committee members will book talk and read us a few of their recommended storytime favorites - past, present, and future. Participants will have the opportunity to share some of their own favorite titles.

MALA Certificate Program: Library Paraprofessional elective - 4 hours

Cost:

- MALA Member: \$70.00 (includes lunch)
- Non-Member: \$140.00 (includes lunch)

For more information, visit our website at [www.mid-americalibraryalliance.org](http://www.mid-americalibraryalliance.org) or contact Mary Puhr by email at [marypuhr@mid-americalibraryalliance.org](mailto:marypuhr@mid-americalibraryalliance.org) or by phone at 816-521-7257.

Kirsten Myers  
Special Projects Coordinator  
[kirstenmyers@mid-americalibraryalliance.org](mailto:kirstenmyers@mid-americalibraryalliance.org)

## Library Patrons Down with Downton Abbey Tea

*(Continued from page 10)*

I appreciated the energy, excitement, and effort everyone contributed to help me execute this creative Downton Abbey Tea. It goes without saying that a big thank you should be extended to all who donated china, helped with setting up, serving, registration, door prizes and clean up.

The staff involved included Circulation Supervisor Diana Roettger; paraprofessionals Carolyn Haney, Jean Carroll, Debbie Hickey and Lisa Kimmell; library assistants David Stout and Connie Gerding; General Service Maintenance Assistant Rich Blazie; Library District Maintenance Supervisor Ed Radginski; page Glenda Hunt and a few others who were busily helping patrons while the rest of us were occupied. We will all remember to "Serve on the left, pour on the right!" Again, the staff did an excellent job, and this type of program can only be successful when an effective team works together.

Overall, those in attendance were so happy with the program, and I know that they appreciated that our library hosted this event. If your library would like to host a similar event and you have questions, feel free to contact me at [vbeckett@stchlibrary.org](mailto:vbeckett@stchlibrary.org) or 636-926-7323.

Vivienne Beckett  
Kisker Road Branch Manager  
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## Springfield-Greene County Library District Updates

*(Continued from page 11)*

### **Big Read Lineup Includes Authors, Adventurers, and Edible Books**

The library district kicks off its annual Big Read April 1 with guest speakers and programs celebrating the Jack London classic “The Call of the Wild.” The month-long event is funded by a grant from the National Endowment for the Arts in partnership with Arts Midwest, with additional funding from the Friends of the Library and The Library Foundation. Guests include authors Don Mann of SEAL Team 6 fame; Arctic explorer Pam Flowers; W. Bruce Cameron (“A Dog’s Purpose”); and Arkansas outdoor photographer/blogger Tim Ernst. The kickoff event will be the popular Edible Books Festival, in which four professional bakers will compete to see who best creates a cake in the theme of the Big Read book. The library district also plans a flash fiction contest for youth, adults and staff; a photo contest for the public and staff; a “Wild” trivia contest at a downtown pub; a first firkin beer tasting at a local brewery; scholarly programs on the themes of London’s book; book discussions and movies; and sessions for teens and adults on survival techniques for the outdoors. Staff and the public will also create a Big Read buzz with their “Answer the Call” T-shirts.

Kathleen O’Dell  
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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 Jennifer Parsons at [parsons.jm@gmail.com](mailto:parsons.jm@gmail.com)

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