

MMLC Director's Report American Library Association Conference, 2011 New Orleans, Louisiana

Introduction:

This year, I tried something new in planning for the meetings I would attend. I sent a link to the program listings to the Advisory Council members. I received two responses with suggestions for programs as well as a request for exhibitor contacts. Based on those days and times, I built a schedule that incorporated additional programs that I believed would be of interest to all. It proved to be a very effective method that I will use in the future. As with all conferences I've attended since becoming MMLC Director, I focused on what I could bring back to members that would enhance programming and services, while also trying to find information that may provide new opportunities for innovation. I have given detailed accounts of the programs that appeared to meet that objective.

Pre-Conference Programs:

Nuts & Bolts for Trustees, Friends, and Foundations. Sponsored by the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)

One of the best messages of this morning was the concept that all types of libraries and all groups must "Rally around one message, speak with one voice." An excellent resource for fundraising and board involvement can be found on the Gail Perry website, www.gailperry.com.

A few other ideas include:

- Use local government entities to support special library initiatives like National Library Week proclamations by the County Board
- Find out who the common donors are between donors to local legislators and donors to the library fund raising campaigns; enlist those library supporters to help advocate with legislators
- Don't forget a key word for libraries is "citizen"
- Good resource – "Trustees and Friends as Outreach Ambassadors" list of "do's" www.altaff.com

Boomers, Staff & Students – Engaging the Many Voices of Advocacy: An Advocacy Institute Workshop.

The Advocacy Action Plan Workbook. ALA Advocacy Institute.

Carla Lehn, Library Programs Consultant, California State Library

The Baby Boomer Generation

Baby Boomers are great volunteers for libraries for many reasons related to that generation:

- Enjoyment of engaging in physical work
- Want to work past age 65
- View retirement differently
- Use volunteering as source of social and individual renewal
- Want to continue to contribute to society and believe they have many more years to do that
- Feel that volunteering adds meaning to life
- Don't want to be labeled as *seniors* only

In addition, as activists they have had the opportunity to inspire; as consumers they have had an abundance of volunteer options; and as workers they have skill levels unparalleled by previous generations and have often managed projects and people. How do you attract them?

- Provide a wide variety of options and lots of flexibility; some things like website work can be done remotely
- Find things for them to do that engages their skills and expertise
- Be clear how the work they are doing furthers the library's mission
- Make the work meaningful
- Be specific about expectations regarding time, tasks and training

Kathy Totten, Experience Manager, Anythink Libraries, Rangeview Library District, Colorado

The revolutionary way that the Rangeview District Library has chosen to change the way staff and the public view library services is phenomenal. From their interesting relabeling of traditional job titles (**Wranglers** = Shelves; **Concierge** = Library Staffers; **Guides** = Librarians) and unique job descriptions make their website a very interesting experience.

Anythink Resource Kit <http://www.anythinklibraries.org/anythinktank>: : Staff Manifesto; Core Competencies; You Say You Want a Revolution slide show http://www.slideshare.net/ilovemyanythink/you-say-you-want-a-revolution?from=share_email_logout3 Uniquely different Sparkopolis Party and fundraiser: <http://www.anythinklibraries.org/sparkopolis>

ALA Conference:

Seriously Social: Leveraging Social Media

Kolene Allen, Grand Rapids Public Library

David Lee King, Topeka Shawnee County Public Library

This session was a fairly basic look at the different uses of social media in reaching out to patrons. Two things of note were the practice of monitoring Twitter to gauge satisfaction. GRPL learned of an incident involving a student and a "person of interest" that was unsettling to the student. She didn't report it to the library staff, but they were able to contact her to let her know that they were concerned and would file a safety report on her behalf. The other was similar to what we learned at our February meeting regarding Facebook analytics. Statistics, in graph form, show general trends and can be used to track user dynamics, interactions, demographics, and popular posts through the Like button.

¹Reader's Advisory Research & Trends Forum: What We Learn From Our Readers: A conversation with Nancy Pearl and Catherine Sheldrick Ross.

Catherine Sheldrick Ross, University of Western Ontario

A very lively discussion of reading that was both informative and entertaining. Ross spoke first and talked about research that she conducted that will be published in her new book "The A, B, C of Pleasure Reading." The study employed an open-ended surveying method and focused on questions such as:

- Was childhood reading encouraged or discouraged
- How do you choose what you read
- What do you do with books you aren't enjoying
- What is the perfect book

¹ Requested session.

- Where do you get your books
- What book(s) made a difference in your life
- What couldn't you finish reading
- What is the role of reading in your life

Conclusion: Every reader is unique and has individual reading patterns that have a central core or radix. Some personal examples include:

1. Joe, 23 – the books he cared most about were about worlds – fantasy, Harry Potter type. The perfect book for him was like a video game with many choices to consider.
2. Agatha, N/A – was a voracious reader that liked a wide variety of genres. She used four ways to choose books: Nancy Pearl, Canada Reads, 30 Second Recordings on YouTube, and Friends recommendations. She purchased books at rummage sales based on \$1.00 or less price for a title she had never heard of.
3. Ilee, 52 – was deeply involved in reading mysteries to distract her from the pain she experienced due to cancer.

Final Conclusions:

- Readers create their own book and experience
- Pleasure reading should not be restricted by genre or format
- Some readers are hedgehogs (know one big thing) and some are foxes (know many things)
- Reading is a social activity; readers keep lists and reading journals
- Readers do reread and tag best parts to reread again and again
- Reading is situation dependent
- Bedrock of reading is pleasure – comments:
 - Going on a date with myself
 - Indulging myself
 - Creates a private little space
 - Escaping
 - Getting lost in a book
 - De-stressing, getting away from it all
 - All reading provides a lifeline, an understanding, leads to knowledge, opens the mind, and presents a different perspective.
- Paradox: Reading can be both a solitary and a social activity simultaneously. Readers value both the dialogue they have with themselves while reading and value the connection they have to others through reading. Reading provides a balance in many reader's lives and helps find answers to problems without seeking to do so
- Paradox: Reading can fill contradictory needs simultaneously:
 - Retreat vs. Engagement
 - Relaxation vs. Stimulation
 - Solitude vs. Sociability
 - Confirming existing ideas vs. Presenting new ideas

Nancy Pearl, http://www.nancypearl.com/?page_id=2

Reader's Advisory is not dependent on format. Every reader reads a book differently and even rereading a book can lead to a different experience. Librarians must think as the reader by thinking beyond our own reading experience. Putting ourselves into their particular reader interests is one of the goals. Her "Doorway" explanation of reader appeal in correlation with Ross' study was explored. There are typically two

doorways: story (character focused) and setting (language focused). The difference between the two hinges on the size between the two elements. Examples:

1. Joe's major doorway (as described in the Ross scenario above) is *setting* as described by *language*; books like *Harry Potter* or *A Day in Provence* or historical fiction titles would be of interest to him and others like him. Authors who are known to write beautiful, language rich books: Iris Murdock, Gabriel Garcia Marquez, William Faulkner, Marilyn Robinson
2. Readers who enjoy the *story* doorway based more on the *characters* would be better served by books with names of individuals in the title that sound like people you would like to know.

A humorous moment was when Nancy described "desk paralysis" or that feeling that a librarian has when asked for a reading recommendation and absolutely nothing comes to mind. By her way of thinking, every first conversation you have with someone is the start of a relationship and is value-neutral. Having many lists of award books at hand is a good resource to further the conversation and the relationship. She also cited Betty Rosenberg's three rules for readers and advisers:

1. Never apologize for what you read
2. Don't make any judgments
3. Start the interview with "tell me about a book you liked"

Advertising your staff's reader's advisory skills will attract patrons to them. Don't just sit behind a desk; you should be roaming the library collections to ask if patrons are finding what they need; be proactive. The three prongs of the library stool should be: information, programming, and recreational reading.

Reader's Advisory Resources (small list)

Booklist online, CornerShelf, and others

<http://www.booklistonline.com/newsletters>

Nancy Pearl Wannabe (for a minute I thought it was Nancy Pearl making light of who she is); delightfully down to earth and witty blogs and book reviews

http://nancypearlwannabe.com/blog/?page_id=680

²Progressive Program Promotion: Creative Media Use for the Digital Age.

(See ALA 2011 Handouts, pgs. 1-2)

James Fancosky, Roger Hayden, Paul Stonebridge, Pasco County Library System

http://pascolibraries.org/locations_and_hours.shtml

The focus of this session was how to use free sources to market your library, using technology in teen and tween programming, promoting your library online through "hyper-redundancy" and putting new ideas into practice. They began by listing a number of free resources in the following categories:

- Picture Editing Resources (free)
- Peer to Peer Clouds and Online Storage (free)
- Video Hosting & Video/Movie/Television show sites (free and low cost)
- Video Creation and Viewers (free)
- Library Card Barcode Apps (free)
- Social Networking (free)
- Music Editing Software (free)
- Streaming Music (free; subscription)
- Google Tools (free)
- Other - Skype, Geocaching, QR codes (free)

² Requested session

- Utilities (free)
- Email Text Messages (Major US Providers)

Technology and Teen Programming Suggestions

Video game nights/tournaments (Florida grant allows sharing)

Cameras – still and video -

Skype – Author program; Skype between branches

Geocaching – hide treasures (on website or in library) and use GPS to find

Music Programs- Recording Studios, imbed on website

Programs using technology

Collaborative Summer Library Program <http://www.csllpreads.org/winners.html>

Video Cams/Video Challenges - Record Your World – montages of things important to them

Film School

Scavenger hunt with cameras

Digital scrapbooking

Intertubes Night at the Library– Internet and YouTube

Use QR codes to lead through library

Regular Programming

Popcorn and movies

Enhanced preschool storytime using Pp and projector

³Census 2010: What It Can Tell Our Funders.

Greg Hewitt, U.S. Census Bureau

While the Census Bureau representative did a fine job of leading the group through the American Fact Finder, this session was disappointing in that it did not live up to its description in the program. There weren't any "librarians who specialized in demographics" to tie the data to real world scenarios and applications, although mention of data rationale for grants was made. Not an intuitive tool for research, in part due to the enormity of the database and in larger part due to the two FF systems, a researcher would have to be well-versed in its use to be able to use it effectively. The old system covers the last 15 years, while the new was only just introduced in January 2011. The old or "legacy system" will eventually be retired.

2011 Best Websites for Teaching and Learning. American Association of School Librarians.

(See ALA 2011 Handouts, pg. 3)

<http://www.ala.org/ala/mgrps/divs/aasl/guidelinesandstandards/bestlist/bestwebsites25.cfm#media>

The panel handled the session a little differently this year. Using only a smattering of the 25 websites as examples, there were pre-recorded looks at the websites themselves and sometimes an interview with the site creator. Winners were divided into seven categories: Media Sharing; Digital Storytelling; Manage & Organize; Social Networking & Communication; Curriculum Sharing; Content Resources: Lesson Plans and More; and Content Collaboration. Of special note were two, SpicyNodes presentation software and Tagxedo which allows you to create word clouds in shapes (think fancier Wordles). Another called Zooburst lets readers create their own 3D popup books. You Are What You Read allows users to share their favorite books with other readers in your community. Users can also type in titles and get referrals to books with similar storylines and themes. A complete list is at the URL above.

³ Requested session

Note on QR Codes: We were given a QR code sticker on the way out. Read using a smart phone, these little “data holders” are popping up all over the place. In some cities, you can hold your phone facing down a street and see information – address, etc. – about the businesses along the block. Use them around your library to give savvy users additional information on collections, exhibits, etc.

Bookmark link: <http://www.ala.org/ala/mgrps/divs/aasl/guidelinesandstandards/bestlist/blbookmark11.pdf>

The alt+library: off-beat programming for the on-trend customer. (See ALA 2011 Handouts, pg. 4)

Lori Eastwood, Jessica Zaker, Sacramento Public Library, www.altlibrary.com

This is a demographic group that you want to attract to your libraries for their commitment to your library in the voting booth. A quote from their website is: “A truly great library contains something in it to offend everyone.” ~Jo Godwin. Covering 999 square miles with 28 branches, the program planning is done at their central location. Focusing on the on-trend customer - 35% of their cardholders are in their 20’s and 30’s - the theme of alt+[insert any idea here] is the norm. The energetic duo (named above) has put themselves on the edge of radical and have been very successful in attracting attendees. Attendance is usually a mix of regular library users and those who are new to town. They do not charge for any of their programs or serve refreshments unless it is a foodie program. All programs tie back to their book collection.

Ideas: They get their ideas from many sources including book clubs and websites: <http://www.genre-x.com/> Oak Park Public Library, Illinois 20’s and 30’s book club; <http://denverlibrary.org/fresh> programming that makes you want to move to Denver; <http://www.themakelounge.com/workshops> craft workshop ideas from a London business; http://www.workshopsf.org/?page_id=106 unusual classes offered in San Francisco that are do-it-yourself based.

Marketing: circle “posters” are basically double-sided coasters that advertise the book club (see Handout p. 4) left in restaurants, bars, movie theaters, coffee shops, art walks. RSVP’s are made to: www.meetup.com/altlibrary.

NOTE: www.meetup.com is a tremendous way to get your events noticed. I just checked the site to see what was going on in my area and there are 78 events called Trending Meetups that are near me. You can create a Meetup group at the site and use it for PR and event sign-ups. My notes say that their cost is \$72 for six months. Users can also sign up for free through their Facebook accounts.

Online Calendars: They use interns to post their workshops and events at all of the online calendars that are available in their area including: Metromix (by community), Yelp (unfortunately only Ann Arbor and Detroit in Michigan), FB, Tweeting, television stations, newspapers, public marquees, and so on.

Programming that worked:

- Acoustic Jam Night
- Speed Dating & Speed Friending for Book Lovers – Sunday afternoons
- Same Sex Speed Dating
- Alt+Library Book Club – meetings held at coffee shop; book club in a bag or box; 15 copies included
- Bad Art Night – make worst art possible; lots of media interest; mostly families
- Call of Duty – Black Ops Tournament – became very controversial; Veterans for Peace and Cindy Sheehan protested; library made intellectual freedom argument; 60-70 attendees in 20’s and 30’s; over 18 only
- Red Bull sponsored gaming night – had couches with flip out screens; over 18 years old only
- Haunted Stacks – highlighted their Sacramento Room (“lady in red” ghost) featured Northern California collection; volunteers dressed up with costumes and makeup and told ghost stories; held in October; Ghost Busters movie shown in gallery

- 1920's Fashion Show – sponsored by the Art Deco Society and focused on archives collection and Sacramento city life; attendees came in period dress; local dance troupe held a dance-off; planning to do 30's next
- Zombie Program for Teens – awards for Best Dressed; Best Walk; Best Back Story; attendees came in costume; used drooling blood and jello for brains
- Pub Quiz – library related questions; held at bar; Trivia nights at library during the same time
- Raw Food Demo – costly; blender and food processor purchased by library; provided research on the raw food movement
- Candy making for kids – 70 attendees – featured candy sushi

Do-It-Yourself Programs

- Real Fashion – made own outfit
- Home Made Beer Making Workshop
- Altered Books – Encyclopedia Book Shelves
- Discarded Books Art – Teens



- The Alt+Fitness logo:
Music - free www.Grooveshark.com playlists (warning – Album titles may be X-rated):
Programs:
 - Punk Rock Aerobics
 - Punk Rock Aerobics Redux
 - Punk Pilates
 - Hair-obics
 - Heavy Metal Yoga

Programming that has been less than successful or failed:

- Hipster Crafts
- Book Binding

NOTES:

Don't limit number for programs; plan for 30 people at \$1.50 per person

Good timing for program

Good program title that is interesting

Good graphic design with a gripping image on pr materials

Copyright and Digital Media in a Web 2.0 World. (See ALA 2011 Handouts, pg. 5)

Rebecca Butler, Northern Illinois University

Copyright use and misuse often boils down to a legal vs. ethical treatment because the law is very gray and open to wide interpretation. Remaining current requires constant research and reading. Digital media is generally Internet based and includes social networking, video streaming, web syndication, and gaming.

Copyright law in 2011, based on 1976 law, covers the right to:

- Reproduce or copy
- Prepare derivative works
- Distribute
- Perform/display publicly

To be copyright protected, an item must be fixed in a particular “medium of expression.”

There are over 200 statutory exemptions for educators, including Fair Use. Fair Use is determined by the character of use, nature of the work, how much of the work is used (minimum 10% or less), and affect of the market. To be in compliance, you have to follow all of the points listed above. An excerpt cannot include the “heart” of the work.

Before using a copyrighted item you must consider: statutory provisions, public domain status, requesting permission for use, what are the guidelines for use, and are there licensing issues involved. Cloud computing will not change how we use copyright law; the same things will have to be taken into consideration.

The DMCA is the Digital Millennium Copyright Act and is an addendum to the 1976 copyright law. It does not address all of the digital issues, but attempts to address some of them. It is a crime to circumvent the antitheft devices covered under Digital Rights Management. There is only limited liability for Internet service providers.

Open source is the practice of the owner/creator granting the right to use, share, and create a new work using the original work without fear of copyright violation. It is a type of license and operates similar to public domain. Creative Commons is an example. Each social networking site has a rights clause or terms of service statement that guides use of the content material.

There is never just one answer to a copyright question!