

VLA News - May 2011

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Conference 2011

The Vermont Library Conference is only three weeks away!

A truly great library contains something in it to offend everyone. ~Jo Godwin

Register Now for the 117th Vermont Library Conference,
Something To Offend
Everyone, Tuesday, May 24th,
2011 at St. Michael's College in Colchester. VT

President's Letter

During my Presidential term I have focused on state-wide marketing of Vermont's library services. Given the nature of Vermont's independently funded and independently run libraries, this is the first time that state-wide marketing has been undertaken. The majority of my term's energy has been focused on the just completed multimedia advertising campaign during National Library Week 2011. The campaign was possible thanks to support from our financial partners, <u>Vermont School Libraries Association</u> (VSLA) and <u>Vermont Department of Libraries</u> (DOL).

The campaign was kicked off with Chris Bohjalian's weekly article, "Idyll Banter," on Sunday April 10 and the first ads in regional newspapers with Sunday issues. The campaign followed with a two of three fifteen second commercials playe d back-to-back daily during the week's morning news on WPTZ and WCAX and at varying times on the regional public access channels. Six regional newspapers papers carried three different 1/8 page advertisement during the week. The ads and commercials all showed how "Vermont libraries can take you anywhere" and encouraged viewers to "Start the journey at your library today." Viewers were directed to the <u>campaign's website</u>, which features the commercials, information on Vermont's school and public libraries, a letter from each of the partner organizations, a link to Bohialian's article, Verm ont SnapShot Day 2011 and links to web pages of Vermont's public, school and college libraries.

Election Ballot

We will be voting on two VLA Executive Board positions at the Annual Business Meeting during the <u>Vermont Library</u> Conference.

2011 VLA Ballot (DOC, 43.8 K) 2011 VLA Ballot (PDF, 42.6 K)

January 2011 Issue

Did you miss the first issue of the new VLA News? Don't despair! You can read it here:

<u>VLA News - January 2011</u> (DOC, 184 K) <u>VLA News - January 2011</u> (PDF, 429 K)

Substitute Pool

The <u>Vermont Library Substitute</u> <u>Pool</u> is booming!

Subs/Temps/Volunteers Signed Up: **97**

Potential Employers Accessing It: **30**

Availability of Pool by County:

Addison - 25
Bennington - 14
Caledonia - 24
Chittenden - 49
Essex - 13
Franklin - 25
Grand Isle - 15
Lamoille - 21
Orange - 30
Orleans - 10
Rutland - 17
Washington - 34
Windham - 21
Windsor - 26

Check out all the <u>VLA</u> <u>Employment Resources</u>

NELA Conference

The campaign cost just under \$8,000. Seventy percent of the costs were in purchasing advertising space in the newspapers and on television channels (at their discounted rate for non-profits!). We were incredibly lucky to have the commercials filmed at no cost by Regional Education Technology Network (RETN). RETN also facilitated the commercials free distribution to public access channels across Vermont. Stephen Ruiz, a University of Vermont senior, directed the commercials as his intern project under the guidance of Scott Campitelli, RETN's Executive Director and Program Manager. The campaign's "actors" were volunteer librarians and library patrons. Props and locations were provided at no cost by a variety of sources.

We are hoping that the commercials and ads will have a long life on the web and, if finances allow, in future National Library Week campaigns.

This year VSLA and VLA also partnered to offer the first state-wide Snapshot Day. Libraries could do their Snapshot Day any time in the late winter through spring. The information produced can be used by individual libraries to advertise their services, support their budget proposals and celebrate National Library Week. It could also be used for future VLA and VSLA campaigns. As of the last count, seventeen public libraries and four school libraries have posted their photos. It's not too late for your library to join Library Snapshot Day.

My final project was started in January, but will be completed during my term as Past-President in the fall of 2011. The 2012 VLA Public Libraries Calendar Project will help spread the word about all that our vibrant libraries have to offer. Each month will showcase a library from each county in Vermont. A big beauty shot will show off a best physical feature of library, preferably with people as an integral part of the photo. A smaller beauty shot will fill out the story visually. The library's contact and statistical information with graphic icons will be highlighted and a story in a few paragraphs will give the library a chance to show off its history, success stories and unique services. Calendars will be sold at cost (around \$8) to any interested Vermont library and their community partners. Libraries will set their price (suggested retail \$15 to \$25) and keep 100% of the profits. Our targeted delivery date is Halloween 2011.

Your library does not need to be featured in order to sell calendars and raise funds for your library. Consider all

NELA Annual Conference is coming to Burlington this year!

Navigating the New Normal October 2-4, 2011

Sheraton Burlington

Register Now for an exciting slate of programs cosponsored by the VLA!

Check out the <u>NELA website</u> for more information.

Become a member of NELA and get a discount on the conference, as well as many other great benefits!

Meet Your Leaders

VLA is here to help you. The people who make up the Executive Board, Section & Committee leaders and Representatives volunteer their time for VLA because they feel that it is important to be involved in an organization that benefits their fellow Vermont librarians and their profession as a whole. Below is a list of your VLA Leaders (for more contact information, see the VLA Leadership Directory). Let them know if you would like to be involved in VLA, too!

This list is correct through the election at the <u>Vermont</u> <u>Library Conference</u> on 5/24. Please check the VLA Leadership Directory for updated information after the conference.

Executive Board

President: Marti Fiske

Vice President/President Elect:

Joseph Farara

Past President:

your patrons who are lovers of all kinds of libraries. Most libraries should be able to easily to sell at least twenty-five calendars to staff, Trustees and their family members alone! By partnering with a local bookstore, stationary or general store you can also reach visitors to your community who will appreciate a different view of Vermont when they return home. We will notify all libraries when the calendars are ready to be ordered.

Here is the list of libraries to be featured in the 2012 calendar. We aimed for a mix of larger and smaller libraries.

Addison - <u>Lincoln Library</u> (Lincoln)

Bennington - Mark Skinner (Manchester)

Caledonia - St. Johnsbury Athenaeum (St. Johnsbury)

Chittenden - Brownell Public (Essex Jct.)

Essex - Alice M. Ward Memorial (Canaan)

Franklin - Fairfax Community (Fairfax)

Grand Isle - Grand Isle Free (Grand Isle)

Lamoille - Lanpher Memorial (Hyde Park)

Orange - George Peabody (Post Mills)

Orleans - Craftsbury Public (Craftsbury Common)

Rutland - Rutland Free (Rutland)

Washington - Aldrich Public (Barre)

Windham - So. Londonderry Free (So. Londonderry)

Windsor - Rochester Public (Rochester)

It has been an amazing year. I encourage any member to become active with the VLA Board, one of its Committees or Sections. I have met terrific people, developed new skills and learned an incredible amount. Your support for and work with VLA will help us all. I look forward to wrapping up my projects for VLA in the coming year and becoming a worker bee on Joe Farara's Presidential projects for VLA. Let us know if you can lend a hand too.

Sincerely,

Marti Fiske VLA President

Director, Do rothy Alling Memorial Library

Vice President's Letter

John K. Payne

Secretary:

David Sturges

Treasurer:

Wynne Browne

Section Representatives

Youth Librarians President:

Organizes workshops and assists youth librarians.

Kat Redniss

College & Special Libraries President:

Organizes workshops and assists college and special librarians.

Charlotte Gerstein

Public Libraries President:

Organizes workshops and assists public librarians. Lucinda Walker

Vermont Library Trustees Association Convenor from DOL:

Organizes workshops and assists library trustees.

Michael Roche

Vermont Library Trustees Association representative to the VLA Board:

Organizes workshops and assists library trustees.

Laurel Stanley

Awards Committee Chair:

Grace Greene

Archivist:

Paul Carnahan

Department of Libraries Representative to the VLA Board:

Christine Friese

Committees

Editorial Committee:

VLA News editor and VLA website co-webmaster. Helen Linda

The emergence of digital information has produced some interesting reactions. Some, like the critic Sven Birkets, fear that it is corrupting "deep thinking," leaving little room for contemplation and the free play of the imagination. Journalist Nicholas Carr has similar concerns, particularly when it comes to the mechanics of human cognition. Others see print as out-dated, just another technology that has seen its primacy come to an end. There's even a dystopian view of print, as exemplified by a recent letter to the editor of Seven Days. Commenting on an article on the relative environmental impact of books and e-readers, Harry Bliss, the cartoonist and children's book illustrator, characterizes print as a grave disservice to the health of our planet. Even worse, he sees books as trophies people display on shelves merely to impress visitors, suggesting that print readers are not only polluters, but pretentious ones.

Librarians seem to have settled into the sensible middle of this peculiar controversy. Print and digital information are complementary experiences rather than competing ones. I happen to like both and have long been baffled by the desire of some to make me choose sides. This isn't like a Red Sox vs. Yankees discussion, where the correct answer (Red Sox, of course) as to which is the better team is founded in geography. As long as print and digital remain eq ually useful, I'm more than glad to remain a by-stander in the dust-up between the traditional and the new, the tactile and the virtual. Instead, I'll spend my time focused on the essential issues, such as who's headed to the World Series from the American League, while I take a break from reading a paperback novel or an online newspaper.

Joe Farara VLA Vice President / President Elect FacultyLibrarian, Johnson State College

Editorial

Nobody loves a conference like I do! They're an infusion of theory and practice on the cutting edge. It's important to occasionally break from the day to day to look out on the horizon of libraryland. Our profession is evolving so rapidly that it's never been more necessary to embrace

Government Relations Committee Chair:

Assists libraries with connections to legislators.

<u>Debra Bullock Spackman</u>

Intellectual Freedom Committee Chair:

Assists librarians with challenges to library materials and issues related to patron privacy.

Gail Weymouth

Membership Committee Chair:

Maintains membership roster. Cindy Weber

Personnel Committee Chair:

Assists librarians with questions related to personnel issues.

Rubi Simon

Vermont Library Conference Chair:

Jane Napier

Representatives

American Library Association Councilor:

Represents Vermont for the national organization.

Nancy Wilson

New England Library Association Representative:

Represents Vermont for the regional organization.

Kip Roberson

Attn: Gmail Users

If you are viewing this using Google Mail, please note your VLA News has been clipped by the mail service.

To finish reading the issue, scroll to the bottom of the message and click the link:

[Message Clipped] <u>View</u> Entire Message

change. The <u>New England Technical Services Librarians</u> (<u>NETSL</u>) <u>2011 Conference</u> was a provocative call to arms for all librarians, not just those of us in tech services.

A few salient points from the NETSL Conference:

- 1) Lean into your discomfort An individual attitude adjustment is where it starts. Let's choose to change our minds. Instead of anticipating failure, choose to expect success. To do otherwise simply creates fear and makes both libraries and librarians obsolete. A positive culture must also be fostered by institutional leadership. If leadership dares to greet change with faith instead of skepticism, staff will be less likely to shy away from the challenge.
- 2) Do less with less Staff and budgets are too thin to do more with less. Outsource copy cataloging, get shelf-ready materials from consolidated vendors, try patron driven acquisitions, trim extraneous steps from policies and procedures. Free up staff to do what only they can do and focus on materials that only you can provide. Rethink local control. Pour energy into umbrella projects like the <u>Green Mountain Library Consortium</u> (GMLC). Focusing collective resources on one project, instead of creating parallel/competing projects, will save money and time while generating coh esion in the library community.
- 3) Be the geeks Libraries are not the only credible source of information on the web. Our niche should be having the best and fastest tools to access the most credible sources. We need to reinvent the environment. Instead of continuing to cede search capability and computer expertise to Google, learn to code! Learn how our tools behave across technologies and make them better. Use social media to reach users where they are. The Department of Libraries Vermont's 23 Things is a fantastic hands-on crash course in new media.
- 4) Learn Everything Make use of webinars. Many are free, but even paid webinars are easier to budget for than conferences. If you can make it to conferences, focus on topics that will help your whole organization. Bring back fresh ideas and share them so everyone benefits. Join or start local interest groups and encourage them to make meetings available remotely. Fight for professional development. Being the best we can be for our organization includes identifying and acquiring skills needed to evolve with the profession.

Other mail clients should receive VLA News in its entirety, but if not, please let us know.

I would add that librarians face the dual challenge of advancing the profession while bridging the digital divide. Absence of infrastructure forces many Vermont libraries to remain analog while the world becomes digital. Those of us both with and without high-speed access need to hold government and service providers accountable to the promise of statewide broadband. Find an existing effort through the Vermont Rural Broadband Project or gather your patrons and start your own!

Helen Linda
VLA News Editor/Editorial Committee Chair
NETSL Vice President / President Elect
Systems & Tech Services Librarian, Goddard College

Intellectual Freedom

It's Not Just The Government That Wants Your Patron Information

The Vermont Library Association was among the first to raise objections to the <u>USA PATRIOT Act</u>, and we continue to work to reform the law. While librarians have busily defended reader privacy against threats by the government, however, many have given little thought to the ways in which patron privacy is threatened by private, commercial providers of library services. For example:

- Many library subscription databases invite patrons to establish "accounts" or "profiles" with the vendor and save their searches and results.
- Third-party entities that support the provision of "text" or "chat" reference services via mobile devices can collect personally identifiable information such as patron phone numbers associated with reference questions.
- Remotely hosted integrated library systems store the library's patron database (which includes personally identifiable patron information) on third-party servers or in "the cloud."

The <u>Library Code of Ethics</u> and <u>Vermont State Law 22</u> <u>V.S.A. 171</u> are clear. Librarians have a professional and legal obligation to protect patron privacy, and are prohibited from giving personally identifiable patron

information to third parties—whether governmental, commercial, or nonprofit—without the patron's permission, except in response to a court order.

What should librarians do?

- 1) Make sure the databases you purchase or license allow users to search anonymously and do not require the creation of accounts or personal profiles. Educate users about what it means to voluntarily create such an account--that the library's promise of confidentiality does not extend to information they share with the vendor.
- 2) Route reference questions and other patron transactions through systems that are hosted locally, and store patron information on local servers.
- 3) If you feel you must use a third-party vendor to handle your electronic reference transactions or store patron data, consult your attorney about drafting a contract designating the vendor as an "agent" of the library and stipulating such terms as these: all data provided by the library is owned by the library and remains its property; the vendor will not share, rent, or sell any of the data; the vendor will ensure the data is secure and kept private; the vendor will not make records available to any other parties and will not comply with any legal process that involves a release of data (including subpoenas and search warrants) before contacting the library.

As more companies recognize the economic value of collecting and selling personal information, librarians are likely to see greater efforts on the part of vendors to solicit information from library users. I recently conducted a content analysis of the privacy policies of 27 major vendors to determine how well they met standards articulated by the library profession and the "Fair Information Practices" espoused by the information technology industry*. Here are some of my findings: 1) Most vendors are doing little to let users control what happens to their personal information; 2) They are unspecific in disclosing how they protect personal information from unauthorized access or disclosure; and 3) They will share user information with other parties for a variety of reasons, some as vague as "to protect the well-being of the company," which could simply mean to make more money.

Librarians have a long history of protecting user privacy,

believing that free people have the right to read freely without being monitored, judged, or ostracized. A few powerful corporate voices tell us that privacy is dead and we should get over it, and they have much to gain by acting as if that were true. But there is plenty of evidence to the contrary. Many polls and academic studies show that people of all ages care about privacy and believe it is important to be able to control who can use and view information about them. More than 700,000 Facebook users signed a petition opposing the 2006 launch of "News Feed," which automatically notified people about other's activities online. And in December, the Federal Trade Commission issued a report proposing the implementation of a "Do Not Track" mechanism for online searching.

Privacy is not dead. People still care about it and are right to expect librarians to care, too. I believe that one of the best ways to ensure the relevance of the library is by highlighting the significant ways in which we respect our patrons and are different from other players in the information industry. We can do this by honoring our ethical commitment to privacy and making the library a sanctuary of inquiry in a time when personal information is bought and sold like a commodity.

* You may read the article reporting my findings in College and Research Libraries (May 2010), vol. 71, no. 3, pp. 254-272, or open the document below:

A Content Analysis of Library Vendor Privacy Practices: <u>Do They Meet Our Standards</u> (PDF, 2.46 M)

Trina Magi VLA Intellectual Freedom Committee Member Library Associate Professor, University of Vermont

Youth Librarians

Kids Will Be Kids

Scottsdale, AZ...turquoise jewelry, cowboys, spa resorts, cacti, or, if you are me or Grace Greene in the beginning of April, the <u>Collaborative Summer Library Program</u> Annual Meeting. Grace and I travelled across the country to meet with librarians representing almost every state in the nation to discuss and plan for future summer reading programs. The underlying context for

every conversation, decision, brainstorm session was how to best serve the populations of our libraries, taking into consideration their unique needs intellectually, socially, emotionally, and developmentally.

On Day Two of the meeting, R. Bradley Snyder, President of New Amsterdam Consulting, Inc. spoke about marketing programs and services specifically to youth and teens. He highlighted what he sees (and has statistical analysis to back up) as the main distinction between kids and teens developmentally. Kids, he states, see the world in more concrete terms. They yearn to understand how the world works, how the pieces fit together to make the whole. They want the tangible, the facts, the information. Teens, generally, want instead to understand how they fit into the world. They want to examine who they are, how their identity is developing as part of a greater whole. While clearly there will be exceptions to this, I know it helped me in considering programming and collection development for these different developmental stages of youth.

Snyder's overall, salient message, his take-home memo, was that kids, more than anything, want to be kids. He urged us, as librarians and youth services professionals. to create an environment in our libraries where kids can feel safe to be kids, with opportunities to engage with adult mentors who are invested in their growth and development, and who allow them to be youthful, playful, and inquisitive. Recently, I have been thinking a lot about scope of service to youth. Within a community, what types of programs and services are we responsible for providing? When I host a book talk or discussion, no one questions whether this fits within the scope of service for a library. But when I host a video-gaming program, or an improv program, any program that does not have a direct literary connection, where does it fit into the scope of service? I will answer this as best I can with an anecdote. We have a kid, a fifth grade boy, who comes into the library a lot. Rarely, if ever does he check out books, but he does attend programs like Legobuilding, Wii-gaming, and Star Wars Club. These opportunities give him the chance to be a kid, to laugh and play and invent and even sometimes to fail safely (another thing Snyder encourages us to provide for kids, a safe place to fail). I recently made a video highlighting youth participation and programming in the library, and included youth testimonials about the library. I interviewed this patron. What came out when I asked him what he liked about the library was that "everybody

treats everybody nicely. There's cool books and you get to read. It's really cool." So while his experience with the library is outside what some may see as the traditional literary/information al scope of service, his engagement in kid-friendly activities and his relationships with staff have fostered a library-lover who thinks books and reading are cool and that librarians are allies. Kids want more than anything to be kids, and we as librarians have the privilege of providing a safe, creative space for kids to be themselves.

I would love to hear all the ways you "let kids be kids" in your library. Share some of your best "kids being kids" library stories with me, kat@brownelllibrary.org.

Kat Redniss VLA Youth Librarians Section President Young Adult Librarian, <u>Brownell Library</u>

VT Library Trustees

Vermont public library trustees have two excellent opportunities for learning and discussion each year. Spring brings the <u>Town Officers' Education Conferences</u> held in various locations around the state. The topics this year were Trustee Roles and Responsibilities, E-book and other new technology in the library, Personnel issues and Finances. On April 20 at the Lake Morey Resort in Fairlee about 20 trustees and librarians engaged in spirited discussions ranging from what your librarian needs from trustees depending on the size and type of library, the role of email communication among trustees, how public libraries can use new technologies to engage their patrons, how to make a yearly evaluation of your library director a positive experience, and ending with ways to prevent embezzlement of library funds. We finished the day with a list of topics that we felt needed more in-depth presentation at the trustee meeting held every fall.

The previous fall meeting was held Nov 6, 2010 at <u>VT</u> <u>Technical College</u> in Randolph. A full house of 100 trustees and friends joined together for a day full of great speakers. We started with keynote speaker, Sally Gardner Reed, Executive Director of <u>American Library Association's Trustees</u>, <u>Advocates</u>, <u>Friends and</u>

Foundation (ALTAFF). Sally gave us all food for thought for the future of libraries. Then the groups divided with trustees learning about grant possibilities from the Vermont Division for Historic Preservation, VT Buildings and General Services and the Vermont Arts Council which was very informative with lots of questions and answers. It was great to meet face to face with the people who know the ins and outs of these grants and what is needed for successful applications. Meanwhile the friends learned about 501(c)3 in a nutshell. After lunch everyone had fun with Amy Howlett leading us in the popular "Wait, Wait...Don't Tell Me" quiz with prizes galore, including a message on your library's answering machine recorded by Tom Bodette. Then Martha Reid, the <u>VT DOL</u> State Librarian gave us her thoughts for the future of the DOL and libraries in the 21st century. The groups split again with the trustees hearing Wendy Hansen give us tips on what is required to prepare for a major fundraising campaign. Amy Howlett led Making Good Friends for the final presentation of an excellent day. I encourage trustees to keep informed by attending one or both of these conferences to be an effective advocate for your library.

Laurel Stanley
VLTA Representative to the Board
Trustee, Pope Memorial Library

Government Relations

I would like to send a heart felt thank you to Lisa von Kann who did such a wonderful job for years as Chair of the Government Relations Committee. As the new Chair I've been tentatively getting my feet wet, trying to learn the ropes, make contacts and get up to speed and Lisa has been a huge help in getting me started.

Our committee had a meeting in early March to discuss a number of issues. The first and most important was peopling the committee! We are now lacking several members so if you or anyone you know might be interested in joining us please contact me at deb@normanwilliams.lib.vt.us or 802-457-2295.

The meat of our meeting was to discuss where we go from here. In the current fiscal climate, both in Vermont and at the Federal level, we realized libraries, for the time being, will remain not funded or underfunded. The dreams of getting at least modest statewide financial support from the legislature must be put aside for now but we certainly didn't want them to forget we existed. Where should our new focus lie?

We are exploring the option of an awareness campaign. Marketing our Vermont libraries in a catchy, simple manner to our Legislature. As most of us have discovered when talking to our Representatives or Senators they are in the dark when it comes to what libraries and librarians do in this day and age. They are often surprised to learn of our outreach, our electronic services, our variety of media or even the populations we serve. How are we going to spread this message? Is there something better than just doing a Legislative Breakfast, which is often difficult to schedule with busy legislators? What do we say? Are there models we could steal from? Are other states already doing a 'branding' campaign for public libraries? Who do we enlist to help? These are all questions your Government Relations committee is grappling with and hope to find answers for. Wouldn't it be wonderful if Vermo nt libraries could get a simple slogan to do for us what the "Virginia is for Lovers" campaign did for Virginia tourism? Our first stop therefore is to 'call in the experts'. Thanks to committee member Dan Pudvah and his connections we hope to tap some of the knowledge of one of these experts. We have lots of questions we hope to have answered and we are excited to forge a new direction to capture the attention of our legislature in order to keep libraries and library issues in the forefront.

If this sounds like something you'd be interested in helping us with please consider joining our committee!

Deborah Bullock-Spackman VLA Government Relations Committee Chair Director, Norman Williams Public Library

Membership

The <u>Vermont Library Association</u> (VLA) values your membership and is dedicated to you and Vermont's libraries. As a VLA member you can opt to receive the VLA News (263 of our 325 members do), subscribe to the listsery, be a member of any of our sections and/or

committees at no additional cost, have voting privileges at the annual meeting, be eligible to hold a VLA officer position, receive discounts to VLA events (including the conference), and r eceive a 20% tuition discount to Drexel University. VLA supports continuing education, researches salary guidelines, and provides information to librarians, trustees, and employers. VLA officers represent our members on the American Library Association.

Speaking as the VLA Membership Chair and a VLA member since 2003, I have found my participation in VLA rewarding and enjoyable. The conferences are a great opportunity to learn about new trends and ideas in the library world, to refresh and rejuvenate, to mingle with colleagues, and to embark on new library-related relationships.

If you have any questions about your VLA membership benefits, you can <u>visit our website</u> or <u>contact me directly</u>. All of your VLA board members are available and willing to help you in any way possible.

Be sure to join us at the <u>Vermont Library Conference</u> on May 24th!

Cindy Weber VLA Membership Committee Chair Tech Services Librarian, Dorothy Alling Mem. Library

Don't Forget to Visit Us on the Web!

http://www.vermontlibraries.org/

Vermont Library Association, PO Box 803, Burlington, VT 05402