

VLA News - May 2012

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VLA News Wants You!

Do you enjoy the VLA News? Do wish there was more of something? Less? Have ideas you want to contribute? Be a part of making it happen! Currently, I am a team of one, but I welcome anyone who wants to jump on board and make the VLA News the best it can be. Let me know if you're interested.

President's Letter

If there's one cliché that often holds true, it's time flies when you're having fun. My year as President of the Vermont Library Association is nearly up, and I feel very privileged to have worked closely with so many talented and dedicated professionals. I've appreciated their insight and good humor, as well as their willingness to undertake initiatives that cut into their limited free time. These efforts include the Librarian Relief Fund, which raised nearly \$6000 to assist colleagues who suffered personal losses last August during the tumult of Tropical Storm Irene; the Library Leadership Workshop, a joint effort of VLA and the New Hampshire Library Association that brought ALA-President Elect Maureen Sullivan to Hanover's Howe Public Library for a day of professional development exercises; and a series of recommendations to our congressional delegation concerning the Protect Intellectual Property Act (PIPA) and the Stop Online Piracy Act (SOPA).

I'd like to thank my colleagues on the Executive Board: Deborah Gadwah-Lambert, Marti Fiske, Heidi Steiner, Kip Roberson, Nancy Wilson, Kat Redniss, Lucinda Walker, Grace Greene, Andy Burkhardt, Cindy Weber, Shara McCaffrey, Gail Weymouth, Laurel Stanley, Deborah Bullock Spackman, and Christine Friese. All of these kind people made the past year a delight. I'd also like to thank Helen Linda for her seemingly endless energy in maintaining VLA's publications and social media; Jane Napier, without whom are annual conference would be a lot less interesting; and Wynne Browne, whose accomplishments as Treasurer are myriad. There's little that we do that doesn't involve her, and Wynne handles it all with great skill.

The Vermont Library Association is still looking for people to join the Executive Board in the coming year. At

Earth Day Celebrations

The Vermont Library Association partnered with the Earth Day Network to celebrate the 42nd anniversary of Earth Day. The Earth Day Network promotes environmental education and green schools through such efforts as the Reading for the Earth program, which develops environmental awareness in students in grades K-8 through environmentally themed books borrowed from their local library. Not only does this program encourage voung people to consider the impact of their actions on the environment, but it also reinforces the importance of libraries to their intellectual and social development. To learn more about these activities, please visit www.earthday.org/reading.

Irene Books & Videos

The VLA listserv has seen a lot of discussion regarding local books and videos about the impact of Tropical Storm Irene. Below are a list of those discussed. Let us know if you know of more!

Books

Mighty Storm: Stories of Resilience after Irene by Yvonne Daley

The Wrath of Irene:
Vermont's Imperfect Storm
of 2011 by M. Dickey
Drysdale

The Year of the Storms: Vermont's Remarkable Experiences in 2011

Grab Your Toothbrush and a Flashlight! We're Headed to the Neighbors!

<u>Irene Recovery Report: A Stronger Future</u>

When the River Rose: Stories of a Vermont Town's Flood,

the time of this writing, we're still in need of a <u>Vice-President</u>, an <u>ALA Councilor</u>, and <u>Public Library Section President</u> and Vice-President. If you're willing to serve in any of these capacities, please contact me at fararaj@jsc.vsc.edu.

Sincerely,

Joe Jarar

Joe Farara
VLA President
Faculty Librarian, <u>Johnson State College</u>

Vice President's Letter

People's attitudes and practices in many lifestyle areas are being reshaped by the current recession. Like libraries all over the nation, many Vermont library statistics prove that, in an effort to reduce spending, people are using their local library more. 7 out of 10 public libraries report they are the only free source of computer and Internet access in their area; this is especially true in many rural areas of Vermont. Unemployment rates are up and the average hours worked in a week has dropped to 33. Economically impacted Americans are using the library more not only for free books and movies, but to access career resources and unemployment help. (OCLC, 2010) Libraries are helping to level the playing field for job seekers. Of the 100 top U.S. retailers, only 44 percent accept in-store paper applications. Patrons are turning to libraries to use library computers and internet to apply for jobs, type resumes and open email accounts. (ALA, 2011). Many libraries in Vermont and all over the nation are now opening early for the local unemployed to access the computers, Internet and for one-on-one help with unemployment forms, job-applications and resumes.

Local libraries have been serving their communities for decades with not only books, but also technology, services and programs for all needs and ages. As the American Library Association states, "Libraries are America's great information equalizers – the only place people of all ages and backgrounds can find and freely use such a diversity of resources, along with the expert guidance of librarians. (ALA, 2011) Securing support is becoming more of a challenge in these difficult times especially in a rural community with many needs and few

Recovery, and Rebirth edited by David Goodman

Voices From The Flood According to Ms. Cook by Jeanne Cook

Videos

Strength of the Storm: A
Film About Realizing We
Are in This Together by
The Vermont Workers'
Center

Flood Bound: The Flood Story of Pittsfield, VT

Library Leadership

Sponsored jointly by the **Vermont Library Association** and the New Hampshire Library Association, 40 librarians from each state participated in a day-long library leadership workshop at the Howe Public Library in Hanover, NH, on Friday, 13 April 2012. Facilitated by ALA President-Elect Maureen Sullivan, participants developed strategies for effective leadership in libraries, identified principles and practices to improve their leadership skills, studied key leadership competencies, and synthesized these elements into individual leadership development plans. Since the day was a great success, future development workshops are under discussion and will be publicized through VLA's social media.

Back Issues

Did you miss previous issues of the new VLA News? Don't despair! You can read them on the VLA Website!

VLA News Back Issues

Substitute Pool

The <u>Vermont Library</u>
<u>Substitute Pool</u> is booming, check out the numbers!

Subs/Temps/Volunteers

resources. We can never assume that everyone understands what we offer at the library or exactly what it takes to do it. The library has always been a great resource and a great value for the community. They save people time and money in getting materials they need for leisure, business, health and education including taking a front stance in early literacy initiatives. (OCLC, 2010)

Defining and meeting the community needs that your library serves takes staff commitment, time and library funds for public awareness campaigns, services and resources to meet defined needs. Research shows that even persons that do not use libraries appreciate and want to support them, but libraries and librarians can't live on love alone. (ALA, 2011) An advocacy campaign is a must to remind taxpayers how critical a library is to the community. Over the next few months I will be working with two current library advocacy programs. This week I begin <u>Turning the Page 2.0</u>. This is a free library advocacy training course developed and presented by the Public Library Association (PLA), generously supported by The Bill & Melinda Gates Foundation. The materials to kick off a Geek the Library: A Community Awareness Campaign by OCLC are currently sitting right beside me in my office with plans for implementation by this late spring or summer. I look forward to gaining more knowledge on how to effectively market a library advocacy plan and to sharing this information so we may all build support for our libraries in the future.

Deborah Gadwah-Lambert VLA Vice President / President Elect Director, <u>Alice M. Ward Memorial Library</u>

Past President's Letter

So long, farewell, auf weidersehen, good-bye! This is the last you'll hear from me as an officer of the VLA, for a while anyway. As of the end of the <u>Vermont Library Conference</u> on May 22, I'll be stepping out of my current role of Past-President and focusing on my other professional duties. It's been an incredible five years. I have learned an enormous amount during that time and worked with amazing people. My time with VLA helped me and will continue to help me be better in my "paying" job, too.

Every year, people are needed to fill positions with VLA. People often start volunteering because they are personally invited. I was no different. Peter Blodgett approached me with hopes that I would take over his role as President of the Public Library Section. I told him that I would work with him for a year first to learn the ropes.

Signed Up: 65

Potential Employers Accessing It: **36**

Availability of Pool by County:

Addison - 21
Bennington - 9
Caledonia - 9
Chittenden - 42
Essex - 4
Franklin - 11
Grand Isle - 10
Lamoille - 15
Orange - 9
Orleans - 2
Rutland - 14
Washington - 20
Windham - 12
Windsor - 11

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

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!

Executive Board

President:

Joseph Farara

Vice President/President Elect:

Deborah Gadwah-Lambert

Past President:

Marti Fiske

Secretary:

Heidi Steiner

Treasurer: Wynne Browne

Section Representatives

During that time I led a professional book discussion on Creating the Customer Driven Library: Building on the Book Store Model. It seems that most everything I would work on after that would be related to advocacy and marketing. I've always been interested in group psychology and anthropology. It made sense that I would apply my interests to aid my work in libraries.

During my term as section president I attended one of the Public Library Association's <u>Certified Public Library Administrator</u> (CPLA) courses titled, "Effective Marketing: How to Sell Your Story." Shortly after I organized my notes from the course, librarians were invited to a half-day workshop to hear the basics of marketing, exchange ideas on what had worked for them in the past and hear ideas from a successful independent bookseller.

The next year Judah Hamer asked to run for the three year term of President. During that time I continued working on marketing. Another workshop on marketing for libraries would be presented, this time in partnership with the Vermont Department of Libraries. We worked with the DOL again that year to present a state-wide videoconference. Over an afternoon we heard from providers of videoconference programs at the Library of Congress, learned about grants for equipment and talked to librarians in Alberta, Canada about how they use videoconferencing in their rural library system.

In 2010, VLA created what we believe is the first statewide library multimedia campaign for National Library Week. In a financial partnership with the Department of Libraries and the Vermont School Library Association, we filmed three fifteen-second commercials featuring three types of library patrons using their libraries for different purposes. Still ads were designed for each commercial and published in the major regional papers. Chris Bohjalian kicked off the campaign for us by featuring it in his Sunday article "Idyll Banter" before it went live for the week. The My Library website hosts all materials and other library information. At the same time we were also working with VSLA to organize the first state-wide Library Snapshot Day. Libraries of all types across the state took photos of the happenings in their libraries over the course of a single day and posted them on Flickr. Snapshot Day looks like it will remain an annual event. Photos are still being posted for National Library Day 2012. The TV commercials were also aired again this year on WCAX. Hopefully they will continue to be used in future years.

VLA took on yet another marketing project during this last year. One of my Trustees is a graphic designer and had the idea of creating a <u>calendar featuring information</u> and "beauty shots" of libraries across the state. The

Youth Librarians President:

Organizes workshops and assists youth librarians. Kat Redniss

College & Special Libraries President:

Organizes workshops and assists college and special librarians.

Andy Burkhardt

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

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

Government Relations Committee Chair:

Assists libraries with connections to legislators.

Debra Bullock Spackman

Intellectual Freedom Committee Chair:

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

Gail Weymouth

Membership Committee

calendars could be sold by any library and fifty percent of the sale price would go to the sellers. We did a survey and found that far more libraries wanted to be a part of the project than could fit in a single calendar. We settled on the idea of a 14-month calendar featuring one library from each county. It was tough choosing the libraries to feature. The calendar is beautiful. They were given to all of our state and federal legislators, the Governor, Lieutenant Governor and head of the Agency of Administration (DOL's boss). Each featured library was encouraged to give them to their Select Boards, Town Managers and other local powers. Sales didn't turn out as well as we had hoped, though. Some libraries did a good job publicizing in their communities and the calendars sold well, others just put them on their front counters and had leftovers. Unsold calendars will be distributed at one of the major northbound rest areas to advertise Vermont's libraries to residents and tourists alike. In the end the project will financially break even. You'll likely see more of these photos as they are used in future campaigns to promote libraries.

The last five years were an amazing ride. Please, work for a VLA committee. Start small if you are unsure; assist someone else. It is a great opportunity to learn more about your particular interests and apply them for the good of your library and all Vermont libraries. If you find you have an affinity for the work, please, step into a leadership position. The VLA is only as strong as the people who step forward to lead it. I plan to take some time off and rejoin as a volunteer a few years down the road. I figure I still have plenty of time in my career to learn even more.

But for now, adieu, adieu, to you and you and you!

Marti Fiske
VLA Past President
Director, Dorothy Alling Memorial Library

Editorial

If you pursued higher education, especially in the last decade or two, then you're likely in the same boat as me. My boat is barely staying afloat! I'm talking debt here; staggering I-can't-believe-I'm-not-a-lawyer-at-this-price-point debt. Among the reasons someone might not get an MLS, the vast majority just can't afford it. Those of us that were willing to mortgage our futures are finding there isn't a chance we'll ever recoup those expenses.

But lo! There actually is real hope, real help! I found out about it in the most unlikely way: at Essex Cinemas'

Chair:

Maintains membership roster. Cindy Weber

Personnel Committee Chair: Assists librarians with

questions related to personnel issues.

Shara McCaffery

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

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

<u>Throwback Thursdays</u> for the showing of Indiana Jones and the Raiders of the Lost Ark. I ran into an old friend from high school and the subject of continuing education and our respective debt loads came up. She works for the <u>Vermont Student Assistance Corporation</u> (VSAC) and was shocked that I didn't know about the <u>Public Service Loan Forgiveness Program</u> (PSLF).

I looked it up and thought I couldn't be qualified and I'll tell you why: semantics. When I read the description of the program, it listed "public education or public library services" and "school library and other school-based services" as qualifying. In libraryland "school" means something different than it does to the federal government. As an academic librarian, I might have assumed I wasn't eligible. Good thing I asked, because now there is a bright light at the end of a very dark tunnel!

As someone who is on an Income-Based Repayment (IBR) plan for loans, mine are getting bigger every year. However, since I've consolidated my loans with Federal **Direct Consolidation Loans**, which is required and saved me money anyway, PSLF will forgive my loans after 10 years of qualifying payments during full-time employment at any kind of school or public library. My IBR counts and payments need not be consecutive but don't begin until I start paying with Direct. I just have to have my HR department sign a form that verifies my employment, though I confess I haven't done this part yet so it still feels too good to be true! So, instead of dving with these loans, I might actually be able to shed them in my early 40s. I mean, retirement might actually be on the table for the first time! And that is worth crowing about.

Additionally, there are some options for getting your MLS that are less expensive. First, you get a 20% discount at Drexel as a member of VLA. Second, the University of Southern Connecticut recently announced that they're offering in-state tuition rates to out-of-state students if they start their program this summer, which applies to the Information & Library Science Department. Lastly, if you are looking to start or finish up your BA so that you can get an MLS, Simmons now offers a four year combo degree, which saves you having to pay separately for your BA and MLS.

So, if you have student loans that have kept you from getting your MLS, or if you got it and you are drowning in it, or you're afraid to take on loans because of all the stories about heartbreaking levels of debt, don't despair. There's hope for all of us!

Helen Linda VLA News Editor/Editorial Committee Chair

VLA Conference

Have you registered for the upcoming VLA Conference? There's still time! Go to

www.vermontlibraryconference.org and print out the registration form, fill it out with your workshop preferences and mail it in! There are lots of great workshops, plenty of opportunities for networking and tons of fun afterward. The conference will be held at St. Michael's College on Tuesday, May 22. Registration tables will open in the library at 8:15, keynote begins at 9:00. Then, after the conference concludes at 5pm, join us in the McCarthy Arts Center for a quick reception! Grab a snack, get something refreshing to drink and find a great seat in the auditorium to watch the first ever VLA Book Cart Drill Team Competition!! We have two brave teams competing this year: one academic team vs. a public library team. Who will come out carts above the other? We'll have to wait and see! Don't miss out on the fun this year, register for conference!

Jane Napier Chair, Conference Committee Children's Librarian, Kellogg-Hubbard Library

Librarian Relief Fund

The Vermont Library Association thanks the many generous donors to the Librarian Relief Fund. The fund was our effort to offer some financial support to Vermont librarians who suffered personal losses due to Tropical Storm Irene. We raised \$5885, which was awarded to six people. Our formula was straightforward: we added up the total dollar amount that people had lost, determined the percentage of that pool for each applicant, and then gave out a corresponding amount of what we raised.

Dear Librarians, Support Staff, and Friends,

I wanted to take a minute to thank all of the wonderful people that donated to the Vermont Library Relief Fund. Words cannot convey how thankful I am to be surrounded by such generosity and compassion. As some of you know, it has been a struggle for me to get back on my feet, and adjusting to my "new" normal has been a difficult process. This wonderful gift will help me to be able to purchase a bed, couch, and other important items that I lost from Tropical Storm Irene. I can only

one day hope to thank everyone individually. There are truly no words for how grateful I am.

Sincerely, Heather











Heather L. Grev Head of Youth Services, <u>Sherburne Memorial Library</u>

Public Libraries

It was "Everything E-book" at the Midstate Regional Library on March 29th. Twenty-five librarians arrived, many toting e-readers, to learn about downloading e-books. We explored the ins and outs of the ListenUp! Vermont website and experimented with downloading content into iPads, Kindles and Nooks. By the end of each session, everyone was able to successfully download a title (or 3!) I appreciated the enthusiasm of the attendees and the questions they asked. I'd like to thank Mary Danko (GMLC President) for her help during the class. I would be happy to do another session – possibly in the Chittenden area in early summer. If you are interested, please email me at Lucinda.walker@norwichlibrary.org.

Thanks to all of you who took the time to fill out the recent Public Library Compensation and Benefit survey. We hope to have some initial findings to share at the <u>Vermont Library Conference</u> on May 22nd. I'll be

hosting the Public Library section meeting at 12:45 and hope to see you all there.

Lucinda Walker VLA Public Libraries Section President Director, Norwich Public Library

College & Special Libraries

Outreach and Orientation: VTSCL Symposium

How can we extend library services beyond their conventional limits? How can we make students, faculty and staff better aware of all the resources and services available to them? How can we market the library in a world where people's attention is at a premium? Join colleagues in academic and special libraries from around the state **Friday**, **June 15th**, **from 10am-3pm at St. Michael's College** to discuss these and other issues that face us. In the morning we will hear from several presenters on the topics of outreach and orientation. Lunch will follow with ample time for networking and sharing ideas. During the afternoon, attendees will participate in a facilitated roundtable discussion about issues that came up in the morning or at lunch.

We are currently looking for presentations of 30 minutes (which includes time for questions). If you have been working on something you are excited about or want to further explore a topic related to outreach and orientation please contact Andy Burkhardt at aburkhardt@champlain.edu.

Andy Burkhardt VLA College & Special Libraries Section President Emerging Technologies Librarian, <u>Champlain College</u>

Youth Librarians

Join Youth Section President, Kat Redniss, at the Vermont Library Conference for her workshop
"Negotiating the Varied and Vibrant World of Young
Adults." Kat and panel of teens will discuss teen presence in the library with a focus on what teens are looking for in their relationship with the library.

Also, please join Kat and Incoming Youth Section President Amy McMullen at the Section Meeting from 12:45-1:15. Kat and Amy would love to hear your input on how the VLA Youth Section can support you.



VLA Youth Section's Midwinter Magic Conference

Kat Redniss VLA Youth Librarians Section President Young Adult & Youth Services, Brownell Library

Personnel Committee

The 2012 Salary and Benefit Survey has concluded and I hope all librarians and para librarians took a few moments to complete the survey. These surveys were completely confidential. We asked for the name of your library only to provide us with statistical information about the size and community that your library serves.

We hope to publish some highlights of the survey in time for the VLA Conference. A more detailed report will be published some time this summer.

I would like to thank the members of the Personnel Committee, Laurel Stanley, Lucinda Walker, Stacy Knight, Scott Schaffer, and Amy Howlett, for the hard work and effort that they demonstrated in preparing this survey.

Shara McCaffrey Chair, VLA Personnel Committee Assistant Librarian, <u>St. Johnsbury Athenaeum</u>

Trustees

Town Officers' Educational Conferences for Library Trustees Three TOEC's for trustees were held in April in Burlington, Rutland and Fairlee with about 30 trustees at each meeting. The topics ranged from 21st Century library services in Vermont to Emergency Planning for your Library, Advocacy 101, Building Community Support and finishing with a Tech Savvy Presentation. Various trustees, librarians and DOL librarians put on the talks at the different locations. These sessions are not "sit and listen" but are interactive with lots of discussion, ideas, and comments as part of the talks as well as during lunch and at the end of the day. Trustees have plenty of time to get to ask questions and talk with others who have similar issues. The conference evaluations will let us know what we need to think about for the future.

The trustee planning committee members took away numerous ideas for the fall conference. The committee will be meeting soon at Vermont Technical College which will host our fall conference. If anyone would like to join the planning committee for these conferences <u>please let me know</u>. We are always happy to have fresh ideas. We are thinking about trying to have presentations for new trustees to learn the ropes and a separate track for trustees who have been involved for a time. Let us know what you think.

Laurel Stanley
VLTA Representative to the VLA Board
Trustee, <u>Pope Memorial Library</u>

Membership

Benefits of Getting Involved

In a past newsletter, I touted the benefits of being a VLA member, which are <u>listed on our website</u> and include discounts on the Vermont Library Conference and tuition at Drexel. For this issue, I will give you some food for thought regarding the underlying benefits of becoming more involved with your library community and/or the Vermont Library Association.

One benefit I would like to impart is that involvement is good for your health: your physical, mental and emotional well-being. It is an opportunity to step away from the everyday tasks and possible stresses of your library position and tackle something different and perhaps bigger. It is the chance to make a difference, to impart your wisdom, to perhaps relieve others of their stress, and to gain a feeling of accomplishment and self-satisfaction.

Another benefit ... it can lead to a life beyond the four walls of your library, building relationships with others who have the same interests as you. Sharing tasks like organizing a workshop, volunteering to assist at the yearly conference, or taking up a VLA board position, can be fun! As we all know, committee work need not be all work and no play! Just ask those working with our lively Jane Napier and her Vermont Library Conference committee!

That being said, the year of board participation is coming to an end, as of the conference in May, and new participants are ready to take the helm, some appointed and some by election. We are still in need of someone to step in to the ALA Councilor position. It has been said that this position was well fought over in the past for the prestige and experience it affords! To find out more about the responsibilities of board positions, see our webpage and/or contact the VLA president, Joseph Farara.

Feel free to contact any VLA board member or committee member about other positions and committee work. Also, be sure to stop by the VLA table at the conference, where we will be promoting a mentorship program. Join in the fun!

Cindy Weber VLA Membership Committee Chair Tech Services Librarian, <u>Dorothy Alling Mem. Library</u>

Don't Forget to Visit Us on the Web!

http://www.vermontlibraries.org/

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