

VLA News November 2016

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President's Letter

by Margaret Woodruff

As we approach the end of October, besides the candy corn, I am also looking forward to the Vermont Library Trustees & Friends Conference on November 12 at Stoweflake. I hope that as many as possible of these key players can attend for a day of inspiration and engagement. I experienced the same when I had the opportunity to attend the 2016 Research Institute for Public Libraries earlier this month in Denver, CO. The focus is data at this three-day intensive conference, outlining and educating about best practices for gathering, using, analyzing and visualizing the numbers in a library setting. I believe that trustees and friends have as much of a role in understanding and sharing library data as library staff do. The sessions offered at the upcoming conference dovetail with this idea and should start some useful conversations between staff and trustees going forward.

In keeping with the "numbers" theme, I'm happy to report that our Library Programs & Resource Survey was launched last week. We've already had a number of replies and the information will be most useful with the most participation, so please consider completing this brief (5-7 minutes) survey. The link can be found here:

https://docs.google.com/forms/d/e/1FAIpQLScIW96sRKne1Sbm6intvirzMWXrJ3MlLRiEt_LTMM-mnG50hQ/viewform?c=0&w=1. If you have any questions or suggestions about this survey, please contact me or Joy Worland (vermontlibrariespresident@gmail.com or vermontlibrariesvicepresident@gmail.com, respectively).

Finally, a couple of thank yous. First of all, to Virgil Fuller, VLA Past President, who attended the New England Library Association conference, filling in at the last minute. And to Jane Kearns, Director of the Hartness Library at Vermont Tech & CCV, as well as board member of the Vermont Consortium of Academic Libraries (VCAL). She invited VLA to be part of a library association effort to highlight information literacy. VLA, VCAL and the Vermont School Library Association (VSLA) put together a statement on information literacy and issued a press release to bring attention to the significant role played by all types of libraries to "provide the foundation for teaching information literacy skills, offering quality information sources and collaborative spaces for all Vermonters..." The complete statement can be found on the VLA website (www.vermontlibraries.org).

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Back Issues

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

VLA News back issues

Connect With Us:

Website: www.vermontlibraries.org

Facebook: www.facebook.com/VTLibraryAssociation

Twitter: twitter.com/@VLAlib Instagram: instagram.com/vlalib

LinkedIn: www.linkedin.com/groups/Vermont-Library-Association-5172256

Vice President's Letter

by Joy Worland

The Passport to Vermont Libraries had a celebratory wrap-up event October 1st. Many thanks to the Brown Public Library and Sarah Snow for providing the space and making it pretty and welcoming! There were about 15 people in attendance, including the overall winner Mae Mayville, from Essex, who works at the Essex High School library, and librarian winner Marie Schmukal, from the Warren Public Library. Jessamyn West presented a short slide show and some commentary about libraries and the passport program, a few participants shared anecdotes, certificates and prizes were handed out, and we all feasted on cake and Ben and Jerry's to the sounds of a nice variety of songs played on the Brown Library's organ. The overall winner visited 182 libraries! Her enthusiasm was contagious and inspiring and it was fun to hear about her adventures. We received donated prizes from several libraries and businesses (photo below shows just some of them) so a big thank you to all of them, too. And a thank you to the rest of the Passport committee: Virgil Fuller, Jessamyn West, Sarah Snow, and Amanda Perry, and of course to everyone who enjoyed our wonderful Vermont libraries this summer.

There was a special guest at the October VOKAL meeting, Joann Ransom, a library consultant from New Zealand. She was one the original developers and advocates of Koha, and it was quite a treat to have her right here in Vermont! (Thank you, VOKAL team who made this possible!) Not only was it fascinating to hear about the early days of Koha — the germ of the idea becoming real, the coding going on right up to an hour before it went live, the description of watching it spread all over the world — but Joann shared the story of her library in New Zealand evolving to be a vibrant 21st century community center. A few takeaways: her statement that "the library became a place for people, not for stuff," that they significantly reduced their collection yet circulation went up, the idea that leaving space open engenders innovation, and a reminder of the effectiveness of looking for programs for which the library "doesn't have to do anything but make it possible." One of the things that stuck with me the most is that she repeatedly used the word "delight." Helping patrons feel delight is actually in the library's official language, and she referenced it often as a goal and as a word that captures the atmosphere and attitude they try to achieve. I thought that was quite wonderful. In fact, delightful!

A reminder of the Vermont Creative Learning Forum happening in Woodstock on November 14th and 15th (communityengagementlab.org/vtcreativelearningforum.html). Facilitated by national leaders in the creative engagement field as well as educators from Vermont and around the country, it will focus in part on how libraries, museums, and historical societies can more fully participate in the efforts of schools and communities to meet the new state mandate regarding personalized learning plans and flexible pathways to graduation.

Looking farther ahead, we are taking the first steps toward a new strategic plan for VLA, so we will be soliciting feedback from members on how our association can be most effective and helpful to Vermont librarians. We have also begun receiving responses from the survey about library services. These responses are the building blocks for developing a resource that librarians can reference and contribute to regarding resources and programming at VT libraries. More on that as it develops.

Substitute Pool

Check out what's happening with the Vermont Library Substitute Pool!

Employers: 31 Substitutes: 52

Types of Employers:

Public: 28 Community: 1 Academic: 1 School: 1

Availability in pool by county:

Addison: 13
Bennington: 7
Caledonia: 8
Chittenden: 21
Essex: 4
Franklin: 11
Grand Isle: 6
Lamoille: 14
Orange: 9
Orleans: 5
Rutland: 11
Washington: 16
Windham: 11
Windsor: 12

Check out the <u>VLA Job</u> <u>Postings</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, tool

Executive Board

President:

Margaret Woodruff

Vice President/Presiden t Elect:

Joy Worland

Past President:

Virgil Fuller

Secretary: Kelly McCagg

Treasurer:
Angela Bernard

Section Representatives

College & Special Libraries Section President:

Beth Dietrich

Organizes workshops and assists college and special librarians.

Public Libraries Section President:

Christine Porter
Organizes workshops
and assists public
librarians.

Technical Services Section President:

Stacey Knight
Organizes workshops
& assists technical
services librarians.



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Programming and Community Engagement Librarian
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802-595-0601

Twitter: @JoyWorland

College & Special Libraries Section

bv Beth Dietrich

CSL's "Reaching Across the Aisle, Reaching Across the Desk: Engagement, Inclusion & Outreach in Academic Libraries" Event



The College & Special Libraries section had a great turnout for their fall event "Reaching Across the Aisle, Reaching Across the Desk: Engagement, Inclusion & Outreach in Academic Libraries" held on October 21st at Castleton University. We attracted presenters and attendees from around the state and New England and enjoyed the opportunity to network. The topics ranged from blogging the archives to wellness initiatives in the library to gender neutral restrooms (gasp!). We heard about the challenges and rewards of increasing responsibilities for student workers. We also heard from our colleagues at Champlain College who are working to increase library presence with a growing population of exclusively online students and from our colleagues at University of Vermont working to improve information literacy instruction to international students. The most important theme that emerged from our program was the awareness of ever-changing student demographics and the need for librarians to be sensitive to ways in which libraries can better serve those increasingly diverse populations. Overall, it was an informative and eye-opening day. The program and slides are now available on the VLA website: www.vermontlibraries.org/csl.

Trustees & Friends

President:

Nancy Mark
Organizes workshops
and assists library

trustees.

Beth Dietrich

VLA Colleges & Special Libraries Section President

Reference & Instruction Librarian

Durick Library, Saint Michael's College

bdietrich@smcvt.edu 802-654-2410

Youth Librarians President:

Ian Gauthier
Organizes
workshops and
assists youth
librarians.

Committees

Archivist:
Paul Carnahan

Awards Chair: Lisa Milchman

VT Dept. of Libraries

Representative to the Board:

Tom McMurdo

Government Relations Chair:

Selene Colburn
Assists libraries with connections to legislators.

Inclusion Chair:

Amanda Perry
Supports libraries in
providing better service
to diverse populations

Intellectual Freedom Chair:

Ray Brior

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

Membership & Outreach Chair:

Kelly McElligott
Maintains membership
roster.

Personnel Chair: Shara McCaffery

Public Libraries Section

by Christine Porter

At the Public Libraries Section fall workshop, approximately twelve people had the pleasure of hearing a presentation given by Andrew Piper from McGill University in Montreal. He has done all sorts of interesting work in the digital humanities, and spoke about his 2012 work *Book Was There: Reading in Electronic Times*. The work is a meditation on where reading has been and where it might be going in the digital future. He talked about analyzing texts word by word to find patterns, language use in classic literature, and about studies he has done which show bias in *New York Times* book reviews based on words chosen for use. We thank Andrew for his time in coming to Burlington to speak with us!

Christine Porter

VLA Public Libraries Section President Director, Windsor Public Library christine@windsorlibrary.org

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Friends &Trustees Section

by Howard Burrows

Libraries Transform: Should Friends and Trustees?

Surveying the tabs across the top of my browser — I'd have to say, "Yeah, maybe. Friends and trustees could probably transform. Sure."

No, I wouldn't! I'd have to say, "Yeah, duh! This is the New Age. Of course, friends and trustees will need to change, too!"

Since I am a past president of the Friendly Trustee Section, Kelly (VLA Membership) and Nancy (President, VLA Friends & Trustee Section) asked me if I'd help grow the membership for our section. If you are reading this, chances are you are library staff, not a friend or trustee (if you are please email me). In either case, the growth of our section will likely depend on you.

First, please tell any friends or trustees you can about our meeting November 12 (<u>VLTA 2016</u>). Mara Siegel at the Vermont Department of Libraries (<u>mara.siegel@vermont.gov</u>) has organized this event at the Stoweflake Resort and Spa in Stowe, Vermont. Each year this is the key event for both friends and trustees (and library staff) to focus on issues and networking so, as library adjuncts, we can be more effective in our communities.

Second, be aware what friends and frustees don't know! Actually, be aware that no one really knows just how significantly libraries may need to change just to be what they have always been. And none of us really knows or even suspects what new opportunities exist for libraries over the next five years. Remember, friends and trustees come from the widest diversity of backgrounds. Very few have access or time to keep up with the growing amount of information available through groups such as the American Library Association or the

Assists librarians with questions related to personnel issues.

Scholarship Chair:

April Shaw Oversees VLA scholarships.

Vermont Library Conference Chair:

Toni Josey

VLA News Editor: Janet Clapp

Webmasters:

Sarah Costa Jessamyn West

Representatives

ALA Councilor:

Amy Wisehart
Represents Vermont in the national organization.

NELA Representative:

Karson Kiesinger
Represents Vermont in the New England
Library Assoc.

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] View Entire Message

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

MLIS academic programs in continuing education. But...

Third, don't underestimate your patron (or potential patron) community! All of them have had experiences with the transformations we need — experiences that you likely have not had. Seek these out! This is the most important thing I can say: these people outside the current library world have needs and skills that you can use to transform your library. If you don't find everything locally, look to your region. Form regional opportunities for friends and trustees to help you plan (and keep up with) the future.

And finally, getting back to my browser tabs, one link that I think speaks directly to this: seven-top-tips-getting-students-reading (www.cilip.org.uk/blog/seven-top-tips-getting-students-reading). It is from Burlington. Actually Ark Burlington Danes Academy in West London, but everything is local these days! The message from this site — all seven of the tips: To get people to read, you must get your whole community involved.

A key element in getting your local community involved: build up your local friends and trustees, help them to appreciate (and get them to help you with) library transformations, and get them to join us in VLA. Any questions?

Howard Burrows

VLA Friends & Trustees Section Past President Trustee, <u>Brooks Memorial Library</u>, Brattleboro <u>ghburrows@comcast.net</u> 603-630-0012

Technical Services Section

by Stacey Knight

The date for the 123rd Vermont Library Association conference has just been announced for May 18, 2017 in Killington, VT. I encourage any of you who wear a technical services hat in your organization to attend. Bring your issues and your expertise and "Let your Voice Be Heard" at this participant-driven conference.

The work in technical services has changed significantly over the years as we have moved from managing predominately print resources to digital resources and from using just-incase collection development to patron-driven models. How have your workflows adjusted? What projects have you had success with and can share with others? What issues are you still struggling with and would like to network with other librarians about? Be on the lookout for a survey to gather topics of interest for the conference and share what is on your mind.

I am also looking for someone who is willing to serve with me as co-president for the VLA Technical Services section since the incoming president moved out of state over the summer. If you are interested and want to chat about this opportunity, please email me at sknight3@smcvt.edu.

Stacey Knight

VLA Technical Services Section Vice-President Associate Director for Systems & Metadata <u>Durick Library</u>, Saint Michael's College <u>sknight3@smcvt.edu</u> 802.654.2402

Scholarship Committee

by April Shaw

The Vermont Library Association is pleased to announce we are now accepting applications

for the VLA Graduate Student Scholarship! You may notice that we are sending this out earlier than the past two years. We have changed the deadline for applications to **November 15, 2016** so that we are able to send the award to the winner's school in time to be applied towards the spring semester bill.

The Vermont Library Association board wishes to promote professional librarianship in Vermont and to encourage involvement in professional development within the state. In support of this, VLA is now accepting <u>applications</u> to a scholarship for those enrolled in a graduate library degree program.

VLA will award up to \$1500 to the selected, qualified applicant pursuing an MLS or MLIS degree. The check will go directly to the recipient's educational program.

To be eligible, applicants must meet the following criteria:

- § Must be enrolled in an MLS/MLIS program
- § Must be an active individual VLA member (institutional memberships are not eligible)
- § Must live in Vermont and/or work in a Vermont library and
- § Must not have received a scholarship from VLA in the past 2 years.

The scholarship will be administered by the Vermont Library Association Scholarship Committee. The committee reserves the right not to award a scholarship if qualified applicants are not found. Priority will be given based on monetary need and potential for involvement, leadership and commitment to Vermont libraries.

Application deadline: November 15, 2016

VLA Scholarship Application 2016 (www.vermontlibraries.org/wp/wp-content/uploads/2016/10/VLAScholarshipAppRevised0616.pdf)

Once completed, this application can be emailed to ashaw@vtc.vsc.edu or can be printed and mailed to:

VLA Scholarship Committee c/o April Shaw Vermont Technical College – Hartness Library 401 Lawrence Place Williston, VT 05495

If you have any questions please contact: April Shaw VLA Scholarship Committee Chair Reference Librarian, <u>Hartness Library</u> ashaw@vtc.edu 802-879-8249

Membership Committee

by Kelly McElligott

A reminder about Vermont Library Association membership — your membership is based on the calendar year (January 1st-December 31st)! Renewal postcards will be coming out next month but it is best to hold off renewing or beginning a new membership until December so you can benefit for the entire year of 2017.

As always our membership renewal process is <u>online</u> with an easy Paypal payment option! Like last year, we will have the opportunity to add a membership with the New England

Library Association for just an added \$20.

Here is the link for membership: http://www.vermontlibraries.org/membership/join.

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Vermont Library Association Membership & Outreach Committee PO Box 803 Burlington, VT 05402 vermontlibrariesmembers@gmail.com

Vermont Library Conference

by Toni Josey

Save the Date for the 123rd Vermont Library Conference:

Let Your Voice Be Heard Thursday, May 18, 2017 Killington Grand Resort and Hotel, Killington, VT #vlc2017

With NELA 2017 in our backyard (October 2017 in South Burlington), VLC 2017 will be a low-cost unconference, a participant-driven conference where attendees choose the topics for workshops and discussions and become active participants in the conversation.

We look forward to opening registration in the coming months and hearing what you want to learn and discuss with your Vermont colleagues.

Questions? Email conference chair Toni Fortini Josey at vermontlibraryconference@gmail.com.

See you in May!

Toni Fortini Josey
VLA Conference Committee Interim Chair
Trustee, <u>Burnham Memorial Library</u>, Colchester
<u>vermontlibraryconference@gmail.com</u>

American Library Association

by Amy Wisehart

As many of you already know, I will be leaving Vermont for a new position in Maine next month. I will truly miss Vermont and my work on the VLA board. I've had so many great conversations and opportunities to collaborate with inspiring Vermont librarians over the years.

I will continue to serve as your ALA Councilor until the end of January. I will be attending ALA Midwinter in January, and I will submit a report for the VLA News with highlights from ALA Council meetings. After November 30th, you can contact me at awisehart@gmail.com with any questions about ALA or the work of Council. The VLA board is at work on a plan to

appoint an interim ALA Councilor until the next regular election in May.

I hope to see many of you at the NELA conference in Burlington next fall. Keep in touch!

Amy Wisehart
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New England Library Association

by Karson Kiesinger

So Many Ways to Imagine Tomorrow

"Imagining Tomorrow" was the theme of NELA's 2016 annual conference held October 16-18 in Danvers, MA. "Imagining Tomorrow" was the third NELA conference I've been fortunate to attend, and, like my previous two, it did not disappoint. I could ramble on about how it recharged my batteries, but I'll stick with the practical.

NELA 2016 conference materials are at "Conference Presentations and Handouts" (conference2016.nelib.org/program-schedule/presentations). As I'm writing this article I don't see materials for all the sessions I reference below, so I will email my conference contacts to try to get more information added to the website. If you want more information and can't find it through the link above, send me an email or call me, and I will track it down.

Want to rejuvenate or kick start fundraising? Try something new! #GivingTuesday is November 29, 2016 (www.givingtuesday.org). ALA recently joined the list of #GivingTuesday organizations, so why not give it a try?

Other fundraising ideas from Amy Eisenstein's keynote address "Trends in Fundraising": Donors want to see how their money was used, not furniture or swatches. Everyone is fundraising: frontline staff (especially circulation), volunteers and friends, and board members. They do this work best when they know how the library works, so educate them.

What's the key to getting unstuck? Focus on community aspirations! This gem is from Jean M. Canosa Albano of the Springfield City Library in Springfield, MA. Her presentation "Trust & Opportunities: Transforming Libraries, Transforming Communities" shared her library's use of the Harwood Institute's Turning Outward community engagement model to lead positive change. Jean explained "turning outward" as doing the work that maintains libraries' relevance. The best part: it's not necessary to use the entire tool; pick and choose what works for you. More info: ala.org/ltc

Want your message to sink in? Beth Gallaway of Grafton Public Library, MA demystified "Using Infographics for Big Impact." Translate your library's impact with images instead of often-ignored blocks of text. Beth was big on keeping it simple and empowering the audience: Yes, you can use Microsoft Word! Quick ideas: dailyinfographic.com and Google the phrase "infographic layout."

Need a quick primer in graphic design? Check out Laura Horwood-Benton's "Better Graphic Design for Libraries" available from the NELA link above.

If you're considering an oral history project, make the time to visit the NELA link above for "Our Stories Unite Us: Oral History Development and Support." Leah Lubman and Sarah Gluck of Providence Community Library, RI received a StoryCorps @ Your Library grant and they generously share their work and resources you can use.

Looking for more programming ideas? Visit the NELA link above and don't overlook the Ignite Sessions: presenters share stories of success and inspire...in five minutes or less!

It's difficult to make the time and find the funding to attend a multi-day conference, but I urge you to mark your calendars now for NELA 2017 in Vermont! (October 22 – 24, 2017 at the Sheraton Burlington Hotel & Conference Center) and consider setting aside funding to attend part or all of the conference. I promise you'll return with a conference buzz...and then you get the fun of channeling it!

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VLA Representative to NELA
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More from the NELA Conference

by Janet Clapp

One of the things I've discovered about a good conference is that I often learn valuable information that I didn't expect. When I'm at work, I'm inundated with routine tasks. At the conference I can step outside my job and hear different perspectives, ideas, and tools that can help improve my work and library. Here are some beneficial sessions I attended at NELA 2016.

"Top 20 privacy steps for all libraries" by Alison Macrina, Internet Freedom Project. Overflowing with information, Macrina talked about password tips, the dangers of Java and Flash, the importance of anonymity (use a browser like DuckDuckGo at duckduckgo.com), how easy it is for people to hack into your smart phone or computer network, and much more. If you use a computer look at her useful links at libraryfreedomproject.org/links-for-nela-2016.

"Navigating the many tools of community engagement" by Maureen Sullivan & Deb Hoadley. There are three online tools that are free to libraries to use to enhance community engagement.

- Aspen Report at <u>libraryvision.org</u>. Tools for creating a dialogue about the library's vision. Useful for strategic planning. Takes a three prong approach with library leaders, policy makers, and community.
- Harwood Institute at theharwoodinstitute.org. Turns outward from library by focusing on community. Useful to create a change in library culture, build networks to solve community issues.
- ALA Libraries Transform at <u>www.ilovelibraries.org/librariestransform</u>. Public awareness. Use with diverse populations. Can be as simple as putting Libraries Transform banner on the library's blog.

"Outcome Measurement Made Easy: A Free Toolkit for Public Libraries" by Samantha Lopez and Clayton Cheever. They demonstrated a free online toolkit from the Public Library Association. Libraries can use it to gather data and measure impact using surveys. The slides from the presentation are available through the NELA site conference2016.nelib.org/program-schedule/presentations/

"Deskless Reference" by Maxine Bleiweis challenged attendees to initiate conversations with patrons, get out in the community, and not hide behind the desk or computer screen.

"Getting & Keeping a Catalog Clean" by Sarah Theimer included reasons for cleaning up the catalog and some free tools such as MarcEdit (marcedit.reeset.net) and OpenRefine (openrefine.org). She gave a list of quick things to clean up for a better catalog: records without titles, old "on order" records, orphan bib records (no items attached), nonfiction records without subject headings, and items that have been missing or lost for a very long time.

"EveryLibrary: Political Advocacy in Libraries" by Patrick Sweeney. EveryLibrary (everylibrary.org) is a 501(c)4 nonpartisan organization that advocates for libraries and will help them win ballot issues. Because it is funded by donors, the libraries are not charged. According to Sweeney, what influences voters most is their attitude about library staff and that means everybody working in the building whether volunteer, custodian, page, or director. Two things influence politics: money and people. Libraries have the latter.

"User Experience Table Talk" discussed the user experience, which is the sum of interactions between patron and library and how the user feels about them. In terms of websites it is important to use analytics and usability studies to see how users interact with the site. In the physical library, watch how people use the space so we can make rational decisions based on observations of users. All of us need to consider the user in every aspect of our library.

If you would like to hear more about any of these sessions, please feel free to contact me. I'm happy to share what I've learned!

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