

## TLA 2012

### Paula's Overview

I began the TLA conference in Houston this year with both a sense of excitement and a sense of uneasiness.

I was excited because a Friends officer (Diane Kelly, Treasurer) who had never been to conference was attending with me. It is always fun to see the reactions of a "newbie"! The TLA conference is one of the largest library conferences in the country. There are more than 300 sessions and events in addition to one of the largest library tradeshows in the country. Choosing and attending the sessions that have the most relevance to our Friends group and our library can be a daunting challenge. There is a plethora of information available. After attending her 12th session in three days, Diane said her brain "was about to explode!"

Opening session authors are always inspiring; Brad Meltzer did not disappoint. Lunching with authors and others from like minded Friends and Boards at the LiFTA luncheon is motivational. Breakout sessions are intense, some are educational, some are entertaining. Catching up with colleagues from other libraries and the NTLF group is fun. Visiting with authors, publishers and vendors in the exhibit hall is informative and exciting! The common thread is that most everything at conference is thought provoking.

I was also a little uneasy about how conference might be different this year. Underneath all this activity was a low hum of trepidation. Libraries are under attack. State funding has disappeared. Municipal budgets have been cut to the bone. The Internet is perceived by some to be the source of all the information you could ever need. Even books themselves are being replaced by tech savvy personal devices. Could the idea that libraries will become obsolete possibly be true?

The TLA Conference this year proved to me that the answer is a resounding no! Libraries are not necessarily just the buildings they are housed in. Libraries are built on the very principles of democracy. They are free and equal access to information, literature and culture.

Research still needs to be done and students still need to study. Information of all kinds will still be sought every day. Books can still take a reader to far away places, another century or inside the heart, soul and experience of another person. Children and their mothers will always love story time.

The way a library looks may change, the methods by which information and entertainment is imparted may be different, and books may someday be something other than paper, but the people that I encountered at Conference are what convinced me that libraries will meet the challenges of the future. Librarians, staff and supporters are some of the most dedicated, informed, inventive and resilient people you will meet anywhere. I am certain that they will be in libraries, no matter what their form, to serve the people that need them.

Enjoy the recaps that Diane and I have posted below and feel free to ask any questions. Conference is in Fort Worth next year so maybe you will all get to experience it!

### Wednesday

#### Opening Session

Presented by the Program Committee, the session opened with the presentation of awards, including Librarian of the Year and Distinguished Service Awards.

The keynote speaker was Brad Meltzer. He is a New York Times bestselling author, host of the television show "Decoded" on the History Channel and a staunch library advocate.

Meltzer's usual bestsellers are political thrillers, but his latest, "Heroes For My Daughter", builds on the success of his first non-fiction, "Heroes For My Son". He spoke about how these particular books came about and about some of his personal heroes, including his mother and father and one particular teacher. He also addressed

the role librarians play in the lives of everyday people. He was funny, engaging and encouraging. His enthusiasm was contagious and inspirational.

Hearing such accomplished people speak to how libraries and librarians have influenced them certainly serves as a motivational reminder of how libraries continue to play an important role in the lives of many.

## **Wednesday**

### **Google Tooling**

Presented by Debbie VanZandt, Tuloso-Midway ISD

This session addressed various tools available with a Google account. Since the Friends continue to find new ways to utilize Google, (thanks, Pam!) I hoped this session would be useful.

Hands on session: log in with mobile device, access your google account and follow along.

Will cover docs, including forms, calendar and reader.

Links to entire presentation will be furnished, plus samples of docs and forms we will work with in session.

Docs actually includes many formats, set basically like Word. Can be used the same way. Many editing and sharing options.

Forms make surveys easy. Also many other uses. (Friends used this feature for Reads! RSVP with great success. Also could be used for evaluation purposes. An evaluation feature is most always required to be part of a program when applying for grants and awards.

Forms were fairly simple to set up, easy to navigate, offer lots of options.

Calendar feature was explored. Gear symbol in upper right corner is settings. Can be very useful for groups. Easy to access for postings by members, can be embedded in website.

Reader is a tool that brings the blogs you follow to you as opposed to you going out to search for each one. Utilizes RSS feed. You tell Reader what blogs you want to follow. It send them to you when a post is made. Helpful when you try to keep up with a certain topic or another group. Publishers often utilize them as do authors. Maybe we could write a blog?

Q & A session followed. Presenter info and contact:

Dvanzandt@tmisd.esc2.net

[Http://tinyurl.com/google-txla2012](http://tinyurl.com/google-txla2012)

[Http://tinyurl.com/google-survey](http://tinyurl.com/google-survey)

[Http://tinyurl.com/google-doc](http://tinyurl.com/google-doc)

Log in to your own google.docs acct to access theses forms.

## **Wednesday**

### **LiFTA Opening Author Session and luncheon**

It is always a pleasure for Friends attendees, Board member attendees and our City librarian to attend this luncheon together and with other like groups.

Presentation of grants and awards (a Benefactor award to Arlington's Allan Saxe) preceded the author program. Bestselling authors Harlan Coben, Lisa Scottoline and John Green were on the program and were available for signing and photos afterwards.

## Wednesday

### Success Stories: The Value of Your Support Community in Economic Hard Times

Presenters: Karen Ellis, Taylor Public Library; Kathy Robinson Hillman, Central Libraries, Baylor University; Gretchen McCord, Digital Information Law; Dana Rooks, University of Houston; James Stewart, Stewart Brown Consulting

Handouts from Kathy online at

<http://secure.txla.org/secure/events/handouts/2012/380KathyHandoutsTLAMar2012small.pdf>

Kathy started the program with a slide show of examples of collaborative programs that have been successful at the Baylor Library.

Partnerships work best when they are collaborative.

- Athletics department
- Starbucks inside their library
- Church they are affiliated with

Event programming and exhibits:

Celebration of Texas Literature, Music and Film.

- onemonth; featured programs, displays etc for each category.
- ??? similar program for the Friends. Reads! 10th Anniversary Celebration? Celebrating Mansfield Reads!?

Texas Humanities exhibit on Texas Writers.

- got grant from them.
- ??? Maybe in conjunction with Mansfield Writes? For National Authors Day?

Karen Ellis is the director of the Taylor Public Library. Editor of "Partnerships and Collaborations in Public Library Communities: Resources and Solutions"

link: <http://bit.ly/JZxbbu> click on browse to sample chapters.

Frequently partners with:

Friends - annual letter to solicit funds for Summer Reading.

- Sponsors always on display at programs.
- Friends also raise funds with book sale, reborn books & popcorn sales.

School District - use facilities for programs. Library needs space, school gets a free program.

Community College - they needed shelf space, she needed workers. She housed medical collection, they provided her with a student worker.

Civic Clubs - can be counted on for regular support. They are looking for projects to support. --Kiwanis write a \$1000 check for t shirts for summer reading. They feature summer reading logo and Kiwanis logo.

- Important! someone affiliated with the library should join these groups. Be a member. Participate. Keep the library in front of them. That way, when you have a project they will be familiar with what the library does. They will already know that you are serving more kids than ever, will need support.
- Certain civic groups actually embrace literacy as one of their interests and are willing and able to support any program she does.

Find out what organizations and groups are in your community that can help you.

Most philanthropic groups actually look for places to give their money.

Libraries need to know who these groups are.

(Mansfield groups that come to mind are MECPTA, Key club, Women's Club, Rotary, Kiwanis. Are there others we haven't reached out to?)

Karen's mantra is "play nice with others". Partnerships are sharing. Each partner needs to get something out of it.

Dana Rooks is her Dean of Libraries at the University of Houston and recipient of Lifetime Achievement Award from TLA.

Building your donor base.

- system of creating endowments.
- cultivates long term relationships.
- Acorn account. Slogan is "from many gifts a library grows".
- offers the opportunity to have your own endowment when your contribution reaches \$10,000. But, you only have to contribute \$1000 in the first year. Some do it through payroll deductions or direct deposits, some do it monthly (\$83), some when they get tax funds or speaking stipends. Lots do it in lieu of bday gifts, or to remember a deceased loved one on special occasions, or in honor of someone or something. The point is that \$1000 in a year is very doable. Then people feel invested. They have ownership and want to get their account up to \$10000 so they can have their own endowment. Meanwhile the Acorn account makes money on all the contributions. Completed accounts can be named and are designated for certain purposes. She has endowments for library materials, technology, director discretion, arts programming, etc.

Started in mid 08. Has 8 completed, 33 in progress. None have stopped contributing. \$95,000 in the Acorn fund, \$115,000 in completed individuals, all earning money. Have found this is a good way to convert a one time donor to a long time supporter.

Some cities already have program in place, just ask.

Use the one time gift to show them how their contributions helped. Bring them into the library. Show them how it was used, show them people or kids with it, introduce them to people using it, thank them! Then convert them to long term.

Also suggested that philanthropic groups are good to cultivate. She uses sororities. Time Warner Cable also good source.

Sent email for a copy of the endowment package.

James Stewart was with the Victoria Public Library for 30 years, is now a library consultant.

Learn to work with Friends group.

Some are problematic- those that are virtually nonexistent and those that stay up nights looking for things for the staff to do.

Others want to work with director and staff. Prime example: his group had \$20,000 in the bank. New officer came in and said this much money should not just be sitting here. We should be spending it on the library. So they created sub accounts. Called them directors fund, children's fund, new materials fund, etc. They put their money in those accounts and the library could spend whatever was in there. They knew what they had to spend and they knew what they needed. Friends provided the funds.

Reiterated the importance of getting your library out there in the eyes of the movers and shakers. "schmooze" with them. Introduce your director at your company or community party. Play golf with them. People know other people.

Overall, session emphasized that the library (and/or the Friends) needs to be visible in certain kinds of places and with certain kinds of people in the community. Partnerships and Collaborations can be found everywhere.

I was very impressed with Dana's endowment program. Although this is the kind of program that a library foundation would undertake and something the library director and the city would have to approve, vet and be involved with from the beginning, it might be something that the Friends could start or use as a kickoff or celebration. 10 years of Reads? Start with Reads! endowment? Start with Children's or Summer Reading endowment? Lots of possible partners for children's.

## Wednesday

### ROI (Return on Investment) Measures at Your Library

Presented by Bruce Kingma, Syracuse University.

Focus on academic (university) library. The methods are basically same for any ROI study. ROI has become big buzz word for libraries recently because of budget cuts. Libraries are being forced to prove their worth.

Some studies have been criticized but methods are proven and information gained from them is a valuable tool. Most studies use same means of coming up with actual dollar figure.

Evaluation involves estimating value. Value does not mean use. Looking toward the future has more weight than what happened in the past. Value has three components: economic, environmental and social, or public. Methods used in ROI evaluations in libraries involve size and assessed value (i.e collection), usage numbers (i.e how many times, how much time) and contingent valuation or willingness to pay to get the same thing elsewhere if not available.

Costs compared to value give you ROI figure. For Example if budget is 17 mil, and economic value is determined to be 70.2 mil, then ROI equals 4.13. Or for every one dollar in cost there is 4.13 in value.

Several ROI studies from the past are considered standards. Imholz & Weil Arns study in '07. Carol Tenopir at U of Tenn. website lists several others. Past studies have shown ROI in FI at \$6.54, \$3.87 in NY, \$5.50 in Pittsburg, \$4.48 in S.Car.

## Thursday

### Publishers Dish the Latest Buzz in Books For Adults

Representatives from Simon and Schuster, Perseus Books Group, Hachette Book Group, Penguin, Random House, Macmillan, Sterling & Harper Collins

All shared lists and talked about titles that will be coming out within the next year.

Handouts will be copied for the next Reads! Meeting.

Several titles were of interest:

A Simple Murder, by Eleanor Kuhns, who is a librarian.  
Gold, by Chris Cleave, the author of Little Bee  
We Can All Do Better, by Senator Bill Bradley  
The Lion is In, by Delia Ephron  
Heading Out to Wonderful, Robert Goolrick author of A Reliable Wife. "mesmerizing"

Several Texas Authors:

Faith Bass Darling's Last Garage Sale by Linda Rutledge. Based on Terrell, Tx. Debut novel.  
Yellow Birds, by Kevin Powers. Iraq veteran, UT student, story of young soldiers in war.

The Last Minute, by Jeff Abbott author of Adrenaline. This is sequel to The Last Chance, Sam Capra character. Website jeffabbott.com. Great self promoter.

Michael Rockliffe at Workman says they are reviving Brainquest. Libraries can host events. Email mrockliffe@workman.com for info.

## Thursday

### Lariat List (adult fiction) Author Luncheon

Publishers and authors release the new 2012 Lariat List of 25 best books in adult fiction.

Tom Franklin (Crooked Letter, Crooked Letter), ReShonda Tate Billingsley and Gwendolyn Zepeda spoke of their books that made the list.

Bookmarks with 2010 and 2011 lists were handed out. 2012 list on a handout. Both will be copied for the next Reads! Meeting.

## Thursday

### Lighting A Fire In Your Library's Friends Group

Presented by Craig Tappe (frequent contributor at NTRLS conf, motivational speaker, former mayor of Alvarado)

Session audio available from conference site.

Motivation

- is relationship
- comes from the inside
- vs. commitment, which is a conviction or devotion to something, not action.
- motivation is action that stems from commitment.

PAR

Promote socially (people centered)

Advocate politically (influence centered)

Raise funds consistently (results centered)

These are jobs to do.

There are outward stimulators to motivation.

Recruit properly. Putting people in jobs they match motivates them. Put them in areas of expertise.

Three personality types:

People centered - these are the warm fuzzies. Great at social situations, chatting, membership.

Influence centered - movers and shakers, long range planners. Warning: be careful of self promoters.

Results centered - goal setters, problem solvers. They need a task, a plan and authority to get the job done and they will do it.

Set clear cut expectations.

General administrative - support library services.

Policy - support not make it, not bad mouth it, not grumble about it

Planning - give input, remain aware of long range plan ( support it, not make it)

Marketing - promote the library to the community

Fiscal - raise the money, keep track of it, write the check

Legislative - learn to advocate at all levels

Networking - affiliate, go to meetings, conferences

Give them tools for competency.

In house workshops

Regional & state conferences

Online resources

ALTAFF, TLA, TSLAC, NTLP

Give them interesting and important work - PAR

Promote socially - insert library into all kinds of events.

Make it a place ticket pick up to other events, water stop on 5K races, metering place, open houses, community events, receptions for legislators, etc.

Advocate politically - get on the agenda.

Not just 5 minute addresses, although that's good. Agenda items are in front of council members the entire meeting and before in work sessions. They are sometimes voting items so garner more interest. The "pothole committee" is the belly achers, big stick carriers, constant whiners. Get a pothole committee outlook but be positive. Pothole committee always got the most attention because they were always there and would not shut up until they got what they wanted.

Stroke the egos, tell them what a great job they did on so and so, make your request, stroke again, thank them for all they do for the city, etc.

Raise funds consistently - many ways, large and small

Book sales

Host tournaments

Silver into gold

Sales of other goods.

This session would be good for replay at a Friends meeting.

## Thursday

### Working with your Local Bookstore

Presented by 3 Houston independent booksellers. Will cover Successful library-bookstore partnerships, focus on author events.

Independent sellers are most flexible.

Work outside the box. If you have an idea they will try to help you do it.

Always trying to get business so willing to do whatever it takes.

Don't have to be in the city. Most work outside their big. It's limits to reach other areas.

They have publishing contacts. Publishing is actually a small world. Independent booksellers do the same buying and expos as the big sellers. In New York they saw 82 publicists in 3 days. They establish track records.

They have good industry resources. It's not just about authors. They are members of American Booksellers Assn. they talk to other stores And owners. They blog. They know about authors and their event stories.

They are socially active with authors and establish relationships with them via twitter, etc. they converse with them. You can do the same. Authors talk back. They like talking to readers. They begin to recognize you, build a foundation.

Look around. There are usually independent stores around.

## Thursday

### Tapping Local Power: Leadership in Small and Rural Libraries

Recognize and cultivate influential people in the community. Increase support for library from movers and shakers and engage target groups.

Using surveys - utilize the 5 W's

Why? If considering a new program, assess need, assess level of interest, evaluate existing programs, encourage input.

What? Purpose? General or targeted. 5 or 6 questions.

When? One week only.

Where? get it out in the community. Library, grocery stores (2 hrs on Sat), local civic group meetings (MECPTA?) chamber meetings, council meetings, insert in employee paychecks, in water bills.

Who? Staff, volunteers, boards, committees, city admin, business employees, media (MNM)

Personal touch works. Hand it to an actual person. Encourage them. Let me know it is important, how it will affect them. Thank them.

Keep it simple. Easy words. Do not use library jargon. Few questions. Specific questions. Yes, no, check a box.

### Understanding Personality Differences

- Myer-Briggs Type Indicator (MBTI scale)

- EI SN TF JP

Extrovert/Introvert -Get energy from outside stimuli, people or objects. Or get energy internally.

Sensory/Intuition - Facts. Or hunch.

Thinking/Feeling - impersonal, logical. Or personal, social.

Judging/Perceiving - methodical, using structure, methods, deadlines or spontaneous

### Lesley Boughton, Wyoming State Library

Many similarities between Texas and Wyoming even though there are very big differences.

Who are the movers and shakers? Who do you need to cultivate? Who can you partner with?

Clubs, Groups, People in social spots (post office), Newspaper, Governing bodies,

People not in power at the time, but maybe past or future i.e., retired military, politics, athletes

Local authors, others working in your library.

Other business people in your library. Example- local wildcatter hit it big then established foundation.

Military people - provide Skype services - provide MP3 players with links to library resources, audio books for soldiers to take with them. This is serving your community and also creating good will for your library.

How do you reach them?



Walkabouts - strike up conversations in general places.

Watch people - they want an experience, not just info. See how they react to things, what makes them happy.

Welcome people - be a friendly place. Make them look forward to coming in. Greet them!

Create community heritage centers.

Endowments - fund raising events, partners everywhere

- examples - state park, they took summer reading to campgrounds, created longtime partnership with parks dept.

- Harlem ambassadors game (\$24,000 raised) played p&f teams, whole town came.

Every library needs a foundation. "Every dollar makes a difference. Today and Forever."

Brand yourself. Make your library logo readily identifiable. Use the logo everywhere!

Gift from Wyoming library to Texas libraries: email Tina at Wyoming State Library for template for pillar size banner. She will even print it for you if you can't. Use your statistics, photos, quotes, etc. with logo. Hang on pillars in public buildings.

## General Session II

### Ebooks/Erevolution

From the program description:

"Few topics are of greater concern today than the impact of the eRevolution on libraries. The demand for eContent is greater than ever before, but libraries face some tough delivery challenges: the refusal of several large publishers to offer library-friendly eBook access models, the perennial difficulty of meeting the needs of both the tech haves and have-nots, and reconciling the profession's capacity with public expectations.

Quite simply, every librarian and library advocate must be aware of the challenges we face as we are all being called up for action. And more often than not, we are increasingly finding ourselves questioned about the future of our collections, services, and institutions.

Librarians and library supporters are invited to attend this timely conference-wide event: General Session II (Thursday, April 19, at 4 pm) will feature ALA President Molly Raphael and Library Journal Movers and Shakers Eli Neuberger and Richard (Ric) Hasenyager. International library expert Stephen Abram will moderate the event. Library Journal has named Abram one of the top 50 people to influence the future of libraries. Known as much for his humor as his provocative insight, Abram never fails to energize and elevate his audience with bold and innovative thinking."

Listening to this discussion with four different points of view represented proved to be enlightening.

Two themes seemed to stand out.

First, ebooks are evolving technology. Technology changes almost as quickly as the weather. Remember 8 tracks, betamax, CD Rom? Ownership of the content seems to be part of the issue.

Second, the content is what is important. The "containers" that deliver the book, info, research can be different. Depends on user expectations. Not the same for cozy fiction readers as for college researchers.

"Epanic" might be an over reaction.

