



Indianhead Federated Library System

NEWSFLASHES

A Newsletter for library professionals in west-central Wisconsin.

February 2013

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NEWSFLASHES is emailed monthly. Deadline is by the 25th of month for upcoming issue.

Please send articles, information, and subscription joins and cancellations to Joanne at <mailto:petersen@ifls.lib.wi.us>

1. IFLS News

Elizabeth Steans was recently hired as the Director at the **Spring Valley Public Library**. Elizabeth has a combined 14 year work history at local libraries including the Eau Claire, Menomonie, and Woodville Public Libraries and the UW-Stout Campus Library. Welcome Elizabeth!

Check out the newly updated websites for these public libraries in our system:

- **Dresser Village Library** <http://www.dresserpubliclibrary.org/>
- **Fairchild Public Library** <http://www.fairchildpl.org/>
- **Deer Park Public Library** <http://www.deerparkpl.org>

River Falls Public Library has a new exhibit that opened February 3, 2013

A Civil War exhibit is being held in conjunction with the River Falls Reads.

Information and the brochure: <http://riverfallspubliclibrary.org/readers/reads.html>

2. Director's Desk

Public libraries served 297.6 million people throughout the United States, a number that is equivalent to 96.4 percent of the total U.S. population, according to new research by the Institute of Museum and Library Services (IMLS). In 2010, there were 8,951 public libraries in the 50 states and the District of Columbia with 17,078 public library branches and bookmobiles.



IMLS recently released the 2010 Public Libraries in the United States Survey (<http://goo.gl/RErnU>), an analysis of the most comprehensive annual data collection of U.S. public library statistics. Nationally, public libraries have seen reductions in operating revenue, service hours, and staffing. Numbers for circulation, program attendance, and computer use continue to trend upward.

This is the first federal statistical report on public libraries to go beyond a national level analysis to report on trends at the local, regional, and state levels. The report identifies indicators in three areas: services and operations, resources, and workforce. To provide a more complete picture of library service in the U.S., the report provides a snapshot for each state (<http://goo.gl/RErnU>), describing characteristics of library service. Wisconsin's summary page is available here: http://www.ims.gov/assets/1/AssetManager/PLS_FY2010_SP_Wisconsin.pdf.

Highlights from the Report

Public Library Services and Operations:

- * Public libraries offered 3.75 million programs to the public in FY 2010, which amounts to an average of at least one program a day for every library system in the country. The majority of these programs (61.5%) are designed for children. Attendance at programs has continued to rise, indicating an increased demand for these services.
- * Public libraries circulated 2.46 billion materials in FY 2010, the highest circulation in 10 years, representing a continued increasing trend. Circulation of children's materials has increased by 28.3 percent in the last 10 years and comprises over one-third of all materials circulated in public libraries.
- * The composition of public library collections has changed dramatically in recent years. While books in print continue to dominate the physical portion of the collection, making up 87.1 percent of the total in FY 2010, the share of non-print materials, including audio and video materials and electronic books, has increased. The number of e-books has tripled since FY 2003. In FY 2010, there were 18.50 million e-books available for circulation.
- * Public access computer use continued to be one of the fastest growing services in public libraries. In FY 2010, public libraries reported a computer use rate of more than one use for every five visits to the library. Public libraries have responded to demand by increasing access, doubling the number of public computers in the past 10 years.
- * Physical visits to libraries decreased 1.1 percent in 2010. (Note: the survey does not collect data on online visits or transactions of public libraries.) Physical visits remain strong with an overall 10-year increase of 32.7 percent from FY 2001-FY 2010. On average, Americans visited a public library 5.3 times per year, a ten-year increase of 21.7 percent.

Public Library Resources:

- * Public libraries had \$11.3 billion in revenue in FY 2010, a decrease of 3.5 percent from FY 2009, after adjusting for inflation. Although local governments have generally been the largest source of revenue for public libraries, they have had to take on an even larger role as state support declined over 10 years.

Public Library Workforce:

* The recession has had an impact on the public library workforce, which has decreased by 6,385 Full Time Equivalent (FTE) staff since FY 2008, a decrease of 3.9 percent. Staff-related expenditures were \$7.21 billion, 67.0 percent of public library expenses in FY 2010.

* Librarians made up one-third of all library staff. Although the majority of these librarians hold a Master's degree in Library Science from a program accredited by the American Library Association (ALA-MLS), only half of all libraries reported having a librarian with an ALA-MLS on staff.

A copy of the FY 2010 Public Library Survey can be accessed online at:

<http://www.ims.gov/research/public-libraries-in-the-us-fy-2010-report.aspx> .

Wisconsin's public library compiled service data, including 2011 library statistics, is available at

http://pld.dpi.wi.gov/pld_dm-lib-stat .

(Channel Weekly, Vol. 15, No. 15 – January 31, 2013)

3. Share Your Story!



We moved to Hudson ten years ago when my son was two and my daughter was a few weeks old. We got our library cards and started making Saturday trips to the library almost immediately. Our move here coincided with my son's new found fascination with dinosaurs.

We checked out every single dinosaur book in the old library, many repeatedly. We were also big fans of the Winnie the Pooh video cassettes (in the days before discs were common). We wore out some of those too.

Coming to the library has always been a treat the kids look forward to on Saturdays and still is. They surf the internet now and the dinosaur books have been replaced by books on ancient cultures. I get a chance to sit and read the Star Observer while the kids search out new books. I usually find my daughter tucked in one of the nooks on the 2nd floor lost in a world in the pages of a book.

The new library space is so beautiful and functional. The meeting rooms are well used and the teen corner is a great place for them to hang out. It is part of the fabric of this community. I cannot imagine our town, or any town without its library.

Cathy Jensen - Hudson Area Joint Library

4. Library Services in the Digital Age

The New York Times reported on a study released this morning by the Pew Research Center. As you are thinking about your services, take a little time to glance at this study. A link is provided to the summary below. Each of you will find a statistic or two that will help you make (or reinforce) decisions about your library or convince others that you're moving in the right direction.

Library Services in the Digital Age

<http://libraries.pewinternet.org/2013/01/22/library-services/>

The [Complete Report](#) is also available.

5. New Online Resources for Serving Special Populations



[Serving Special Populations](#) is a new online resource featuring video interviews from the Department of Public Instruction's Public Library Development Team (PLDT). The resource is a follow-up to [Adults with Special Needs: A Resource and Planning Guide for Wisconsin's Public Libraries](#) and [Public Library Services for Youth with Special Needs: A Plan for Wisconsin](#), published by the Wisconsin Department of Public Instruction (DPI) in 1999 and 2005, respectively.

The PLDT hopes this resource will assist Wisconsin's public libraries and public library systems in providing service to special populations throughout Wisconsin. It is designed to guide library staff in planning, implementing, and evaluating services for special populations, offer a range of resources and strategies useful to all size public libraries no matter where they are located in Wisconsin, and provide information unique to Wisconsin. Librarians and system consultants from around the state are featured in the nine video interviews.

The new resource can be found here: http://pld.dpi.wi.gov/pld_ssp.

The original *Adults with Special Needs* can be found here: http://pld.dpi.wi.gov/pld_specialasn.

The original *Youth with Special Needs* can be found here: http://pld.dpi.wi.gov/pld_ysnpl.

6. Trustee Essentials Update

"Trustee Essentials: a Handbook for Wisconsin Public Library Trustees" has been refreshed and updated for the new DPI Drupal-based website and is now available at: http://pld.dpi.wi.gov/pld_handbook

The handbook includes 27 "Trustee Essentials," along with additional trustee reference tools. Each Trustee Essential covers the basics of an important issue to library board members, and also points to sources of additional information. Trustee Essentials have a uniform format designed for use as a reference, as well as for trustee orientation and short continuing education sessions. Most of the Trustee Essentials include discussion questions that can be used during small group continuing education programs, which could be held as part of a library board meeting.

A number of the Trustee Essentials include sample documents that can be adapted for local use. Sample documents include: board bylaws; a director job description; a director evaluation form; a material complaint/challenge form; and an orientation outline for new trustees. The samples are all linked to Word document files.

Trustee Essentials will be maintained online. Each section is available as an individual PDF document, or the entire document can be downloaded from a single link to a PDF document using Adobe Reader or other PDF utilities. The Division for Libraries and Technology (DLT) originally developed the handbook with the assistance of the Wisconsin Public Library Trustee Handbook Revision Task Force.

Library board members and directors should refer to the online version, which can be easily updated to reflect future changes in library law.



7. Moving Forward Through Community Partnerships

Although partnerships are an ancient tradition and certainly nothing new to libraries, there is a sense of increased urgency to find and form innovative collaborations. Some pressure comes externally from funding agencies that tend to reward strong partner coalitions over solo efforts. More insistent is a deepening awareness that partnership is embedded in the notion of community; no institution can remain an island if it seeks effective reach into its community. This month, we take a deeper look at partnerships and collaborations that are moving the library field forward.



Key resources:

- [A Widening Circle of Partnerships](#): WebJunction's state library partners share their innovative partnerships.
- [The Impact of an Ice Cream Sundae](#): Learn strategies that will give you renewed energy to create bold and imaginative collaborations among all types of community organizations (Jan 15th webinar)
- [Partnerships: Increase Your Impact](#): Partnerships are crucial to extending digital inclusion to the whole community.
- [Attributes of Successful Partnerships](#): There are some universal attributes and conditions that foster success in partnerships.

(Webjunction.org – January 2013 Crossroads)

8. Digital Learning Day

On [Digital Learning Day](#), Feb. 6, 2013, State Superintendent Tony Evers is asking teachers, librarians, school leaders, community group members, parents—no matter their comfort with technology—to try a new digital learning activity in the classroom, to showcase their digital learning successes, or to learn from what others are doing.

To participate, educators should [register](#) on the national Digital Learning Day website, then visit the [Wisconsin Department of Public Instruction's Digital Learning Day webpage](#). This page helps people share events happening that day, see what others are doing, and identify activities in which they may wish to participate.

Staying connected year-round with the topic of digital learning is easy, through DPI social media: there is a [Facebook](#) page, a Twitter account ([@dpiwiscimt](#)) and hashtag ([#wiscdld](#)). The DPI also offers a [Google group](#) specifically related to Digital Learning Day, while nationally the day also has a [Facebook account](#) and a Twitter hashtag ([#dld2013](#)).

The [national Digital Learning Day celebration](#) has provided [ideas for activities](#).

(DPI-ConnectEd Online – 1-23-13)

9. Looking at Logos – The User Experience



With the monthly report due, a budget to balance, or a program to book, thinking about your library's logo might not be high on your to-do list. After all, logos can seem like pieces of visual fluff that marketing folks just tack on to an organization. It's unfortunate that logos often get this sort of treatment, because we should take them more seriously. Not only does your logo identify your library, it also expresses your library's values—it elicits a feeling in those who see it. Your library's logo is a form of communication, and it will communicate different things depending on how it is designed.

[Read More...](#) - Library Journal Xpress, January 8, 2013

(Aaron Schmidt- ALS Library News 1-15-13)

10. This and That

- Mike Norman, IFLS Board President, passed along an infographic from Publishers Weekly that he thought might be useful for librarians on **Who Reads eBooks**.
Blog: Book Patrol
Post: Who Reads eBooks? [Infographic]
Link: <http://www.bookpatrol.net/2013/01/who-reads-ebooks-infographic.html>
- The Federal Trade Commission (FTC) is a small agency with a big mission: to keep American consumers safe from fraud, deception, and unfair business practices. We conduct investigations, enforce the law, and educate consumers about their rights – and businesses about their responsibilities. The **Public Library Association** and the **FTC** are excited to partner and offer new materials. Check out the free resources at <https://www.consumer.gov> and <https://www.consumidor.gov> . You can order as many copies of this information as you can use at <https://bulkorder.ftc.gov> .
- Every year, identify theft tops the list of complaints consumers report to the Federal Trade Commission (FTC). The **Public Library Association** and the **FTC** are very pleased to partner and offer samples of the FTC's new suite of materials on identify theft and identity protection. You can download information from <http://www.ftc.gov/idtheft> , and order free copies for your library at <https://bulkorder.ftc.gov> .

11. Workshops and Webinars

For additional information on the workshops and webinars, visit the Continuing Ed section of the IFLS website at <http://www.ifls.lib.wi.us/Default.aspx?tabid=136> .

This page also includes past IFLS webinar recordings, handouts from IFLS workshops, and other CE opportunities.



5 Powerful Email Techniques for Emptying Your Inbox and Keeping It Empty (webinar)

Tuesday, February 12, 2013 (9-10 am)

Join professional organizer Heidi DeCoux Giron for some tips to manage the flood of emails you receive. Sponsored by IFLS, NWLS and WVLS.

To Register: <https://www3.gotomeeting.com/register/441154878>

Annual Report Clinic (workshop)

Wednesday, February 13, 2013 (10 am-Noon) @ IFLS

New to being a library director? Been around a while, but still stymied and flustered by the Annual Report? Join our resident experts John Thompson and Juli Button for a hands-on workshop to walk you through the elements you'll need to know.

Register by February 8: <http://tinyurl.com/c4zvvsh>

Readers' Advisory-Spotlight on Nonfiction (webinar)

Thursday, February 28, 2013 (9-10 am)

Sarah Statz Cords is an author, presenter, and blogger with plenty of public library experience. Her specialty is Readers' Advisory. Learn about some basic, easily-applicable readers' advisory techniques, and then we'll hone in on nonfiction readers' advisory.

To Register: <https://www3.gotomeeting.com/register/956951502>

Connecting with Disconnected Young Adults (webinar)

Wednesday, March 6, 2013 (9-10:30 am)

With the current economy, the number of 18-25 year olds who are not working (or underemployed) and not in school is increasing. Sometimes libraries struggle with the best way to connect with this population, even though they often use the library extensively. Terry Ann Lawler is a teen librarian from the Phoenix Public Library who has worked on developing meaningful services for this group, and has presented at national conferences about her work. She will be focusing especially on rural libraries, their challenges and what they can do in this area. Join us for Part One of a two-part series.

To Register: <https://www3.gotomeeting.com/register/249537414>

(In case you missed it....)

The One Organizing Strategy That Will Triple Your Productivity at Home and Work

with Heidi DeCoux on January 31, 2013.

- Webinar [recording](#) is here
- Webinar [slides](#) are here
- [Websites](#) referred to in webinar are here

ADDITIONAL CE OPPORTUNITIES:

BadgerLunch Webinar Series

Learn how BadgerLink Can Help You!

All webinars are Thursdays at Noon (30-45 minutes)

Spanish Language Resources

DATE	SESSION
2.7	TeachingBooks To Join Click: http://bit.ly/UeNGW4
2.14	EBSCO Recursos de Salud (en español) To Join Click: http://bit.ly/SxLVFY
2.21	LearningExpress Library To Join Click: http://bit.ly/SMZnFD

TECHNICAL INFORMATION:

- Attendees who need telephone audio (versus VoIP) should use the conference number: 1-877-820-7831 and enter participant passcode: 953361
- A recent version Java is required. To test your system, go to: <http://bit.ly/BbSystemTest>
- If you need to update or download Java, go to: <http://java.com/en/download/manual.jsp>

Please contact Kara Ripley at kara.ripley@dpi.wi.gov if you have any questions!

(Kara Ripley – Reference and BadgerLink Training Librarian – Department of Public Instruction)



UW-Madison, School of Library and Information Studies

Join UW-Madison faculty for a free webinar series.

All webinars are from Noon to 1 pm CST.

To register: email Anna Palmer (ahpalmer@wisc.edu)

Tuesday, February 19, "But I'm not a ventriloquist!" Using puppets in story time programming with Dr. Allison Kaplan

Most children love puppets. In this one hour webinar, we will explore how puppets can be used in story time programming for young children. The focus will be on suggestions for how to use puppets and participants will have the opportunity to make two easy puppets during the webinar using one large athletic type sock, one pipe cleaner, googly eyes, and glue! Have your supplies on hand to make them on the spot or take notes on making these simple story time tools.

Thursday, March 14, Trends in Cataloging and Resource Description with Debra Shapiro, MA-LIS Resource Description and Access (RDA), the new content standard for library cataloging, the replacement for Anglo-American Cataloging Rules, was released in 2010, but RDA has not been fully implemented by the Library Congress, and is only very slowly being adopted in other US libraries. Meanwhile, in May 2011, the Library of Congress announced its Bibliographic Framework Initiative (BIBFRAME), in part to find a replacement for the MARC format - although BIBFRAME is much more than simply a new format - it is a new foundation for bibliographic description, designed for our networked, digital age. This webinar will take a look at what is happening in resource description, building on the BIBFRAME report, "Bibliographic Framework as a Web of Data: Linked Data Model and Supporting Services", released by Library of Congress and Zepheira, in November 2012.

Tuesday, April 23, Consumer Health Information: Challenges and Resources for Public Librarians with Dr. Catherine Arnott-Smith

In this webinar, Professor Arnott Smith will talk about common misconceptions and challenges to consumer health information provision in the public library setting and provide participants with helpful resources to meet these challenges.

(Anna Palmer – UW Madison, School of Library and Information Studies – CE Services)

12. Mark Your Calendar

Thursday, February 7	9 am – Workshop: Summer Library Program @ L.E. Phillips Memorial Public Library, Eau Claire
Tuesday, February 12	9 am – Webinar: 5 Powerful Email Techniques for Emptying Your Inbox and Keeping it Empty
Wednesday, February 13	10 am Workshop: Annual Report Clinic @ IFLS
Wednesday, February 27	10 am – IFLS Executive Committee Meeting
Thursday, February 28	9 am – Webinar: Readers' Advisory—Spotlight on Nonfiction
Wednesday, March 6	9 am – Webinar: Connecting with Disconnected Young Adults
Wednesday, March 13	9 am – Webinar: Connecting with Disconnected Young Adults (Part 2)
Friday, March 15	10 am MORE Directors Council Meeting

For more calendar information visit <http://www.ifls.lib.wi.us>