

## Library Development Division

Arizona State Library, Archives & Public Records

### Library Development Division Newsletter

Volume 4, Issue 10

October 2007

#### **Opportunities to Apply for Regional Partnership Councils Coming Soon**

The First Things First Board has approved preliminary acceptance of the regions recommended for Regional Partnerships to administer Proposition 203 funds for early childhood development and health in Arizona communities. A process for applying for membership on the Regional Partnership Councils was also approved by the First Things First Board. It is expected that the Board will begin the recruitment and application process for Council membership at the end of November, and Regional Councils will begin functioning on April 1, 2008. This gives librarians time to review the qualifications and plan for future involvement. Membership on the 11-member Councils will be a competitive process, but this is a wonderful opportunity for librarians to take a community leadership role, provide a valuable community service, and get the word out about the resources libraries provide for early childhood development and health.

The First Things First website provides all the details of the proposed regions and Councils: [www.azecdh.gov/regular\\_council\\_boundries.asp](http://www.azecdh.gov/regular_council_boundries.asp). Questions? Contact Holly Henley at 602-926-3366 or [hhenley@lib.az.us](mailto:hhenley@lib.az.us).

#### **ONEBOOKAZ Voting is Heating Up!**

There are just a few days left before the ONEBOOKAZ voting booth closes on October 15. What will be the one book that everyone in Arizona will read in 2008? That's up to you and other Arizona readers. Learn more about the nominees, read excerpts from the books, and cast your vote on [www.onebookaz.org](http://www.onebookaz.org).

#### ***We The People* Bookshelf Applications Available**

The American Library Association and National Endowment for the Humanities are inviting public and K-12 libraries to apply for the fifth annual *We the People* Bookshelf grant. They are offering 3,000 sets of classic books for young readers on the theme "Created Equal." Guidelines, programming ideas and the online application are available at [www.ala.org/wethepeople](http://www.ala.org/wethepeople). In large and small libraries, in the city and the country, this project has helped young people read and understand great literature while exploring themes in American history.



## **New Additions to the Professional Collection**

*State trends: measuring change in the 50 United States.*

*Trace your roots with DNA: using genetic tests to explore your family tree*

*Why bad presentations happen to good causes: and how to ensure they won't happen to yours*

*A new genealogical atlas of Ireland*

*The new rules of marketing and PR: how to use news releases, blogs, podcasts, viral marketing and online media to reach your buyers directly*

*Partnerships for free choice learning: public libraries, museums, and public broadcasters working together*

*Legacies for libraries: a practical guide to planned giving*

*The librarian's guide to intellectual property in the digital age: copyrights, patents, and trademarks*

*Library security and safety handbook: prevention, policies, and procedures*

*Licensing digital content: a practical guide for librarians*

*Local and regional government information: how to find it, how to use it*

*From the Palmer Raids to the Patriot Act: a history of the fight for free speech in America*

*Fundraising and friend-raising on the Web*

*Genealogy online for dummies*

*Genealogy online*

*The handybook for genealogists: United States of America.*

*Disaster response and planning for libraries*

*The e-policy handbook: designing and implementing effective e-mail, Internet, and software policies*

*The evolution of library and museum partnerships: historical antecedents, contemporary manifestations, and future directions*

**Thanks to Victoria Tafoya, Law and Research Library Division, Arizona State Library, Archives & Public Records**

**NOTE:** Titles of interest to librarians have been moved to the Carnegie Center for easy access by attendees at continuing education workshops. Additional titles have been ordered and will be arriving soon. Check them out on your next visit!

Learn more about the Professional Collection by visiting  
[http://www.lib.az.us/statewide/professional\\_collection.cfm](http://www.lib.az.us/statewide/professional_collection.cfm)



## Continuing Education Events

### Certified Public Library Administrator Courses

It's another exciting professional development opportunity! The Arizona State Library is partnering with the Public Library Association in a nationwide program leading to a Certified Public Library Administrator (CPLA) certificate. This voluntary program is designed for post-MLS public librarians with at least three years of supervisory experience, but anyone can take a course. The courses are offered all over the country, and two of them will be here in Arizona. **Fundraising** with June Garcia will be held on December 4 & 5, 2007, and George Needham will present **Current Issues** on February 21 & 22, 2008. The Carnegie Center will serve as the course site. Visit <http://www.pla.org/ala/pla/plaevents/cplacourses/CPLAcourses.cfm> for a course listing.

**Register** at [www.lib.az.us/eventreg](http://www.lib.az.us/eventreg) for the following continuing education opportunities or click on the workshop description. Unless indicated, registration for the following is FREE.

### October

Oct 17 & 18 – [Customer Service to Multicultural Communities](#) Burton Barr Library, Phoenix Yolanda Cuesta of Cuesta Multicultural Consulting will speak about the need to understand the perspectives that people from different cultures bring to the library experience and to customer service and how cultural differences impact customer service. She will cover best practices for delivering services to the multicultural library patron. This workshop will complement and enhance the 2007 S.O.L., Spanish Outreach Libraries Program.

Oct. 17 - Cultural Diversity/Outreach/Partnering. Oct. 18 – Marketing

Oct 19 -- [Infant/Toddler Storytime](#) - Prescott. It's never too early to start sharing songs, rhymes, and stories with children. Anna Del Paxton, former Youth Services Supervisor for the Flagstaff City-Coconino County Public Library, will share her ideas and resources from years of experience conducting infant/toddler storytimes for newborns to 2 yr. olds. Library staff and community partners are invited to attend this developmentally important, fun, and interactive workshop.

## November

### Library Tours

- Nov 1 – [ASU Downtown Phoenix Campus](#). Join Scott Muir, Library Director at the Downtown Phoenix campus, for a tour of the Arizona State University's newest library. Opened on August 22, 2006, this is perhaps the only library in Phoenix located in a former bank vault! The Downtown Phoenix campus library is located on the lower level of the University Center Building (411 N. Central Avenue) in the Information Commons, where library and computing services are combined in one location.
- Nov 2 – [Douglas Public Library](#). The Douglas Public Library has occupied its current location since 1996 and serves a population of about 15,000 residents of Douglas and many of the 120,000 residents of Agua Prieta, Sonora, Mexico. Its 10,500 square feet houses meeting rooms, public access computers, a large Spanish collection, an Arizona and Southwest history collection, a large children's room with craft and storytime areas, and a teen space. Tours will occur throughout the day.

Nov 2 -- [Infant/Toddler Storytime](#) - Willcox. It's never too early to start sharing songs, rhymes, and stories with children. Anna Del Paxton, former Youth Services Supervisor for the Flagstaff City-Coconino County Public Library, will share her ideas and resources from years of experience conducting infant/toddler storytimes for newborns to 2 yr. olds. Library staff and community partners are invited to attend this developmentally important, fun, and interactive workshop.

Nov 5 & 6 – [What People Want](#) - Burton Barr & Carnegie Center, Phoenix. As libraries face ever-increasing competition from retailers, web-based information sources and changing customer expectations, business world strategies must be employed if we are to remain viable in our communities. This humorous and practical presentation from vibrant presenter Dave Genesy offers crucial insight for librarians on changing how we do business without sacrificing our traditions. Service matters. Space matters. Collection matters. Environment matters. The customer experience is the sum of these things, and libraries need to take the necessary steps to ensure that we are destinations of choice and centers of our communities.

Nov 20 – [Danger at the Desk](#) - Burton Barr Library, Phoenix. Conflicts between public service librarians and disturbed or violent persons are becoming a daily occurrence at large metropolitan libraries and in many other libraries as well. Learn techniques for handling violent episodes with a minimum of anxiety and maximum security. Participants will learn how to 1) control disruptive behavior before it becomes assaultive, 2) spot warning signs that allow for early intervention, and 3) use verbal and nonverbal techniques to avoid confrontations.

## December

Dec 5, 6 & 7 – All [Reading is Good Reading: Successful Teen Summer Reading Programs](#) Tucson, Phoenix & Safford. Summer reading can get stale fast. Discover ways to harness technology to meet the teen audience and infuse new life into your program at this interactive session! By the end of the session, participants will:

- \* Make a case for establishing and developing a separate summer reading program for young adults - with INPUT from young adults.
- \* Examine the nuts and bolts of planning, executing and evaluating a summer reading program for young adults
- \* Discover best young adult summer reading program practices in the US
- \* Leave with at least three new ideas to spice up your program.

Dec 5, 6 & 7 – [Get Your Game On: Gaming at the Library](#) Tucson, Phoenix & Safford. The average age of the gamer is 33 and rising, and an estimated 80% of the population under age 34 has played a video game! Beth Gallaway, co-author of *Game On: Gaming at the Library* (Neal Schuman, 2007) explains why video games matter to your library in terms of entertainment, culture, learning, literacy, and youth development. The session concludes with a hands-on (or feet-on) portion – wear comfortable clothing and clean socks! By the end of the session, participants will:

- \* Make a case for including video game in the library's plan of service for young adults
- \* Examine video game collection development policies, procedures and issues
- \* Discover best gaming program practices in the US
- \* Experience a variety of handheld and tabletop games

Dec 12 – [Presentation Training Workshop with Meg McConaughy](#) Phoenix. This workshop will use mentors and actual practice with videotaping and critiquing to teach library staff techniques on how to present information to the media and to various sized groups when they represent their library. Lunch is on your own.

**Save the Dates!**

**E-rate training: Let's get the money back!**

**On-line training**

Nov 1st	10-12 noon
Nov 29 <sup>th</sup>	10-12 noon

**In person**

Nov 19 <sup>th</sup> / 20 <sup>th</sup>	1-4pm Phoenix Venue TBD
Nov 30 <sup>th</sup>	9-12noon Tucson Venue TBD

Watch the Events registration [www.lib.az.us/eventreg](http://www.lib.az.us/eventreg) for details.

**AMIGOS Face-to-Face Fall Class**

Oct. 17 – Social Software in Libraries, Pima County Public Library, Santa Rosa Branch, 9 AM to 4 PM

Contact the [Amigos](#) office at 800-843-8482 or email Chris Brown at [brown@amigos.org](mailto:brown@amigos.org) for information on registration and on-request policies and fees. And just a reminder: There are many Amigos online classes available as well through [WebJunction](#).

**College of DuPage Teleconference**

October 26 -- Soaring to Excellence: Finding the Trends that Matter - Get Your Environmental Scan On! [Click here](#) to find out more about the teleconference series made available by the Arizona State Library, Archives and Public Records

**Continuing Education Scholarships** can help defray the costs of workshop and conference attendance. It's not too early to apply for PLA in March! [Click here to learn more about the scholarships.](#)



## LDD Project Updates

### We would like to hear from you!

Technology Planning is an important part of what we do in libraries today. WebJunction has a great planning tool: **Tech Atlas**. We seek your help with a study about making this tool suit **your** needs and make the process easier for you. Please visit a survey at [http://www.surveymonkey.com/s.aspx?sm=DRemHrIG5ksdTz8hPzIVsw\\_3d\\_3dnants](http://www.surveymonkey.com/s.aspx?sm=DRemHrIG5ksdTz8hPzIVsw_3d_3dnants) which should only take about 10 minutes to complete. We value your inputs and we would like to make Tech Atlas work for you.

### Have you seen the Arizona Memory Project?

The Arizona Memory Project is growing by leaps and bounds. Just over a year old, the project has over 30 online collections of primary sources related to Arizona's rich culture. Full text searching allows users to explore the collection for government documents, historical artifacts, photos, and even oral histories. Check out the site and see what you can discover! <http://azmemory.lib.az.us/> Got a collection you'd like to see on the Internet? Contact Richard Prouty at: [rprouty@lib.az.us](mailto:rprouty@lib.az.us) or telephone: 602-926-3367.

### How to maintain a healthy public access computer

Visit the MaintainIT site and see why rural librarians are raving about the new *The Joy of Computing Cookbook 1*. You can download a free copy from <http://www.maintainitproject.org/cookbooks>. We look forward to your reactions/suggestions for Cookbooks 2 and 3 that are in preparation. Please continue to share your best practices and worst nightmares about maintaining your Public Access Computers at <http://www.maintainitproject.org/> and answer the question of the month at <http://www.maintainitproject.org/question-of-the-month>