

## Library Development Division

Arizona State Library, Archives & Public Records

### Library Development Division Newsletter

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#### Congratulations, Bill!



Bill Landau, Branch Manager of the East Flagstaff Community Library was awarded his [Western Council of State Libraries Library Practitioner Certificate](#) (LPC) in June, 2008. He had attended the [Arizona Library Institute](#) for three years, applying the hours earned there to the certificate. He also applied hours from other Arizona State Library programs, classes offered by his Library District and municipality, AzLA conferences, and college classes.

"When I first looked at the application," Bill says, "I admit I was a little intimidated. To take three years of classes, seminars and other educational opportunities and divide them up into different categories seemed like a big chore. But the [State Library consultants] really helped encourage me and provided much assistance in figuring out how to put the whole application together."

"In the end, I decided I owed it to myself to get the certification. I had worked and studied hard to accumulate all the points necessary, so why not fill out the paperwork? Another reason I applied for the certification was to keep me going and learning in the future. To keep your certified status, you need to continue to attend classes and reapply every three years. I've seen too many employees in the library profession who get burned out...and maybe not-so-coincidentally, I've noticed these are often the same people who have stopped attending seminars and bettering themselves through adult education. I feel certification will keep me involved and interested in the profession."

Bill is the fifth Arizona library practitioner to receive the LPC.

#### Carnegie Center Lunchtime Speaker Series

Please bring your lunches and join us at the Carnegie Center on Wednesday, August 20 from 12-1 PM for our next lunchtime speaker. On August 20, the presentation is "Race Work: The Rise of Civil Rights in the Urban West" by Dr. Matthew Whitaker, Associate Professor of History at ASU. This talk explores the Civil Rights Movement in Arizona, underscoring the role of Western racial etiquette, Black resistance, local activists, interracial alliances, landmark legal decisions, key legislation, and the movement's legacy.

On September 11, Dr. Betsy Fahlman will present "A Gallop Through the Art History of Arizona," an exploration of Arizona's identity against the backdrop of the larger history of the art of the American West, and illustrate what "The West" was for those who had never visited. Material relating to tourism, movies, pulp magazines, mining, industry, and the iconography of the state seal will also be discussed.

Light refreshments will be served. Free parking available. For more information, call 602-926-3368 or email [sweber@lib.az.us](mailto:sweber@lib.az.us)

## The Last Big Picture Presentation Coming Up!

Through a free workshop series, forward-thinking library leaders and influencers from around the country have provided insight, inspiration, and innovative ideas for Arizona libraries. On September 16, Will Bruder, architect and principal of will bruder+PARTNERS, will present "Creating the Community of the Future."

This series is part of Leadership Academy 2008, a project sponsored and funded by Arizona State Library, Phoenix Public Library, Scottsdale Public Library and Chandler Public Library. Go to the [www.lib.az.us/eventreg](http://www.lib.az.us/eventreg) to sign up for each of the Big Picture Presentations!

## Picturing America

Picturing America, a new initiative from the National Endowment of the Humanities, brings masterpieces of American art into classrooms and libraries nationwide. It's not only ideal for teacher-librarians, but is also an exciting opportunity for collaboration between public libraries and schools. Picturing America is a free resource that provides each participating institution with a comprehensive package of materials that includes:

- Forty large, high-quality color reproductions of the selected masterpieces (24" x 36").
- A Teachers Resource Book providing a wide range of ideas and background information to support educators using the works of art in core subject areas.
- Additional resources and lesson plans available through [PicturingAmerica.neh.gov](http://PicturingAmerica.neh.gov).

All the details can be found at: <http://www.picturingamerica.neh.gov/>. Applications for the second round of Picturing America to be shipped in 2009 will be accepted online beginning August 4, 2008, with a deadline of October 31, 2008.

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## Continuing Education Events

**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.

### August

August 15 – [Arizona Public Library Statistics](#) Flagstaff. During the first half of this three hour presentation, participants will be provided an introduction to compiling and collecting public library statistics in Arizona. The second half will focus on select data element definitions and collections strategies. New library directors and new staff charged with reporting public library statistics are especially encouraged to attend; veterans to public library statistics are always welcome and may find the data elements presentation especially helpful.

Make a day of it by attending [Value Delivered](#), an afternoon workshop about Return on Funding for libraries. Library Practitioner Certification competency: 3 hrs. Administration

August 15 – [Value Delivered: Proving That Libraries Matter](#) Flagstaff. Library budgets are getting tighter and our government funders are faced with increasingly difficult funding decisions. Demonstrating the actual values delivered to your community and the Return on Funding for the money spent on library services helps your funders see how accountable and effective your operations really are. Based on actual studies completed in Arizona, this seminar addresses the importance of measurement and accountability in the funding decision, the measurement and analysis process, and what the results of the study actually mean. We will also cover the most effective ways to communicate these results for maximum benefit.

Make a day of it by attending an important morning workshop, [Arizona Public Library Statistics](#). Library Practitioner Certification competency: 3 hrs. Administration

## September

September 6 -- [Evidence-Based Practice through Coteaching Reading Comprehension Strategies](#) Chandler. Using reading comprehension instruction as a model, participants will learn to generate and disseminate locally-collected evidence to demonstrate their impact on student achievement. This knowledge will help show how the work of collaborative classroom teacher and teacher-librarian teams is integral to achieving goals for school effectiveness set by the Arizona Department of Education (ADE). Using the skills taught by Dr. Judi Moreillon, participants will have the ability to (re)define their instructional roles and develop exemplary school library programs that positively impact student achievement. Also during the workshop, Arlene Westphal, Education Program Specialist, ADE, School Effectiveness Division, K-12 Literacy Section, will facilitate a discussion of potential professional development projects with the virtual collaborative environments ADE has available. Teachers and teacher-librarians are encouraged, but not required, to attend as teams.

September 18 – [Bilingual Storytime Success](#) Payson. Come learn the tricks of bilingual storytime! Francisco Vargas will demonstrate and have available hands-on activities that will help all library staff make their bilingual storytime a success. Participants will explore a large range of bilingual, Spanish, and Spanglish books to whet their storytime appetite. Bring your favorite picture book and see it turn into a bilingual Spanglish tale that will keep your multilingual audience thirsting for more. Library Practitioner Certification competency: 3 hrs. Services to the Public.

September 24 – [Futureproofing Your Library](#) Phoenix. You've worked hard to maintain quality services, but nowadays it seems as if all you hear about is how libraries need to change. Change is like heaven: even if you want it, no one wants to be the first to go! In this lively, interactive session, Joan Frye Williams & George Needham will offer strategies for "futureproofing" your library - building on a continuum that links the valuable library services we've built to the possibilities offered by a changing environment. Library Practitioner Certification competency: 2 hrs. Foundations; 2 hrs. Services to the Public.



September 30 – [Healthy Communities: Oh, the Places We'll Go!](#) Phoenix. Through interactive exercises, attendees will participate in identifying the advantages of working with community partners. Resources such as the Public Libraries and Community Partners website and the MedlinePlus Go Local will be highlighted. Referrals to local health services and organizations are strengths of Arizona Go Local and the Tribal Connections Four Corners through MedlinePlus. The class will also explore barriers to good patient/doctor communications, issues with navigating the healthcare system, and the role of the library in helping patrons have meaningful discussions with their healthcare providers. Presented by educators from the National Network of Libraries of Medicine. Library Practitioner Certification competency: 3 hrs. Services to the Public.

September 30 – [Health Reference Boot Camp: Striving for Peak Performance](#) Phoenix. Online health information resources are plentiful, but which ones are essential for librarians and the patrons they serve? This workshop identifies some of the best websites to start a search, resources for seniors, kids and teens, resources in other languages, easy-to-read materials, easy-to-use interactive tutorials, and resources for various ethnic groups and populations. The session will conclude with an interactive segment about best practices for health reference. The group will participate in role playing scenarios that address some of the more difficult aspects of health reference, in order to provide services that are a "notch above" the rest! Presented by educators from the National Network of Libraries of Medicine. Library Practitioner Certification competency: 3 hrs. Services to the Public.

**Continuing Education Scholarships** can help defray the costs of workshop and conference attendance. [Click here to learn more about the scholarships.](#)

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## New Books You Can Borrow from the State Library

*Amá Sani dóó Achei baahane´* / The Office of Diné Culture, Language, and Community Services.

*From the Palmer Raids to the Patriot Act: a history of the fight for free speech in America* / Christopher M. Finan

*Navajo Nation education standards with Navajo specifics*

*T'áá shá bik'ehgo Diné bi na'nitin dóó ihoo'aah* / Office of Diné Culture, Language & Community Services, Division of Diné Education.

*Out front with Stephen Abram: a guide for information leaders*

*Libraries connect communities: public library funding & technology access study, 2006-2007*

*Funny you should ask: return of the grin (real-life questions from the reference desk volume 2)*

*Preservation of library materials* / Joyce R. Russell, editor

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

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). The Professional Collection is housed at the Law & Research Library and the Carnegie Center.

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## LDD Project Updates

### The New WebJunction Launched August 4

Arizona State Library, Archives and Public Records and WebJunction are excited to announce that the new version of our online learning community is launching on August 4th at **az.webjunction.org**. The new site is a result of suggestions from users like you from around the country. It's more interactive, offers better navigation, more helpful content, relevant courses, and active discussions. The **az.webjunction.org** is still a work in progress and you will see more changes in the next couple of months.

Our new community portal makes it easier for librarians and staff to:

- Connect with friends, peers, and colleagues from across the library community using powerful new social tools such as friends, public profiles, groups, discussions, and recommendations.
- Create content, conversations, and spontaneous communities using easy and intuitive tools.
- Learn the skills you need to thrive in your career with new, more flexible and more relevant online courses with innovative social tools that create a true blended learning experience.

To get a head start and learn more, take a look at these useful resources:

- New Feature Videos: <http://webjunction.blip.tv/>
- Sneak Peek Member Experience Webinar: <http://www.webjunction.org/do/DisplayContent?id=20427>
- BlogJunction's "The Next WJ" Series: <http://blog.webjunctionworks.org/index.php/category/next-wj/>

### 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.

## Free Webinars from MaintainIT

If you play a role in maintaining and supporting your public computers, the [MaintainIT Project](#) is for you. Not only can you download the free Cookbooks (which are full of tips and techniques on how to maintain and sustain public access computers in public libraries), you can now participate in free MaintainIT webinars.

Here's your chance to ask others how they manage public computers at their library. Find out how other library staff deal with printing, computer reservations and questions from laptop users. If you have some best practices to showcase and share, this is also an opportunity for you! These free webinars on how you can use MaintainIT resources can make a big difference in your library. Click [here](#) to learn more about the webinars.

The MaintainIT Project is funded by the [Bill & Melinda Gates Foundation](#) to help libraries maintain trouble-free public access computing. Please contact Mala Muralidharan at [mala@lib.az.us](mailto:mala@lib.az.us) for more information.



## Database enhancements

EBSCOhost 2.0 offers a clean new look and feel, based upon results gathered from extensive user testing. It is technologically more sophisticated, yet provides a familiar search experience. There is flexibility built in to provide individual users with many options. EBSCOhost 2.0 is now available to all Arizona database users. To learn more about the new features and functionality offered by EBSCOhost 2.0, go to <http://www.ebscohost.com/thisTopic.php?marketID=1&topicID=969> . Be sure to watch the Flash demo or the PowerPoint for all the enhanced features.