

2008 Award Winners To Be Honored at MLA Conference

Bloom, Asselmeier, Kelleher, Kwitkowsky, Haka Represent the Best of Michigan Libraries

*by Cathy Russ, Director
Troy Public Library*

Award of Excellence

The **Award of Excellence** honors someone who has made an outstanding contribution to effective and improved local library service, promoted library cooperation, or contributed to professional or community activities. The recipient of the 2008 Michigan Library Association Award of Excellence is Vickey Bloom, Director of the Grosse Pointe Public Library.

Vickey began her career in Grosse Pointe in 1988, as a reference librarian, and was promoted to director in 1996. During her tenure, two new branch libraries have been created, continuing the tradition in Grosse Pointe of having a public library within a walking distance for all residents. She is currently involved in the preservation and expansion of the historic Central Branch, the only library ever designed by renowned Marcel Breuer.

Vicki recently created the Local History Archives, which immediately became the library's most utilized database. Every page of every published newspaper in the history of Grosse Pointe was digitized and scanned for optical character recognition, enabling people around the world to research the history of the community.

To complement the online archives, the Obituary Index was created, containing every name to appear in any obituary or death notice published locally since the 1930s. Her close working relationships with the Grosse Pointe News and the Historical Society proved invaluable.

Trustee Edwin Frederickson summed up Vicki's qualifications for this award, saying, "Vickey Bloom is about more than just bricks and mortar. She is a tireless leader, demanding more of herself than of any of those around her. With patience and perseverance, Vickey Bloom has kept the Grosse Pointe Public Library a first class example of how a library can be a vibrant element in the growth and stability of a community."

Trustee Citation of Merit

Alan Asselmeier is this year's recipient of the **Trustee Citation of Merit**. The citation
(continued on page 5)



Vickey Bloom

HIGHLIGHTS

- Awards, Awards, Awards
- Successful Volunteer Recruitment
- Communities of Practice Underway
- Michigan's First Green Library
- MLAA Annual Conference Workshops

MLA EVENTS

- Literature, the Child, and the Teen: Matching Books to Readers, September 25
- MLAA Annual Conference, October 22-24

IN THIS ISSUE

President's Column	2
From the Executive Director	3
Around the State	8
ALA Conference Report	9
MLA Conference Workshops	11

More Awards beginning on page 6

MLA President's Column

Help Shape the Michigan Library Association

by Kathy M. Irwin, President
Michigan Library Association

Welcome to a new year and a new era at MLA!

While last year was focused on reshaping MLA structurally, this year's focus is practicing strategic governance throughout all levels of the association. Board members and committee chairs have started setting priorities and defining outcomes based on feedback from last fall's member survey and the Transitional Leadership Forum. While work groups will be more task-oriented and communities of practice will be more focused on networking, these groups will also work toward fulfilling the strategic goals of the association.



The 2008 conference theme, "Shaping Our Tomorrow," reflects the changes that are underway at MLA and also describes the work we do at our libraries everyday to provide meaningful patron services. External pressures such as economic uncertainty, evolving customer expectations, and the quick pace of technological innovation force us to rethink how and what we do. At MLA the demands of improving technology and communications to serve our members better pushes against the realities of limited staff time and ambitious goals. In order to respond to and be proactive in the face of these changes and pressures, we need to think creatively, act purposefully, and retain an optimistic perspective on the future of our profession and association.

I encourage everyone to be an active participant in shaping the MLA. The call for volunteers went out in June. All members who submitted a form were assigned to committees and work groups. In some cases additional members were recruited to fill out the groups as needed.

Don't Miss!

Literature, the Child, and the Teen: A Matter of Interest: Matching Books to Readers • September 25

This conference, at the Farmington Community Library, offers speakers and discussions. Keynote speaker Donna Jo Napoli will share ideas on how we can match books to readers. Go to <http://www.mla.lib.mi.us/tsd/LiteraturetheChildandtheTeen>

To minimize travel and increase broad participation, we encourage all committees and work groups to work through conference calls when possible. We're also investigating providing programming through electronic modes. I hope that you plan to attend the 2008 Annual Meeting on October 22, at the MLA Conference in Kalamazoo, where we will unveil the plan for MLA's Communities of Practice. Members will be invited to create and/or participate in one or all of the communities. There is a place at MLA for you.

Last year when I was nominated to run for MLA President, I wrote a statement of concern that highlighted three different "lands":

How do you view libraries today? Are we in Wonderland, lost in a strange world where all the rules have changed? Or are we in Neverland, afraid to let go of the glorious past and the way we have always done things? Or how about Tomorrowland, a place where human innovation is celebrated? None of these lands are completely comfortable places, and we don't live in a comfortable world.

As I reflected on this, I realized that our members are currently experiencing one or more of these "lands" not only at their libraries but also at MLA. We are all at different places in our understanding of and feelings about MLA's structural changes. Bylaws and board governance have changed; however, MLA continues to be a professional association serving the needs of its members. As we move forward this year, the board will make strategic decisions that will focus on our top priorities in order to improve services to members and to strengthen support for Michigan libraries.

I have been very impressed over the past year by the members who have participated in the Restructuring Work Group and the Transitional Leadership Forum. The newly elected MLA board members bring lots of talent and fresh ideas to board discussions. The MLA staff members also bring many talents and years of experience in the non-profit world that will support us as we move forward. I am thankful for everyone who has volunteered to serve on committees and work groups. MLA has been successful in the past because of its members, and it will be successful today and in the future because of its members.

I am honored and humbled to be MLA's President during such a significant phase in its existence. I welcome your comments and encourage your active participation during this landmark year.

From the Executive Director

Call for Volunteers: A Big Success!

by *Gretchen Couraud, Executive Director,
Michigan Library Association*



Over 100 people volunteered to serve the profession through MLA's first open Call for Volunteers. The volunteers represent a cross-section of our membership including current and new volunteers, public and academic members, and directors to students. People volunteered from various regions of the state as well.

This year's Work Groups are reflective of recognized and popular workshops and awards traditionally offered through MLA, as well as new topics identified through MLA's membership survey. Work Groups in future years may meet a variety of needs defined by the membership and supported by the Board. MLA's standing committees will strategically build membership, advocate for libraries, improve communications and marketing, and evaluate and recommend new approaches to professional development and networking, including virtual solutions.

Several themes emerged from the volunteer responses. People seek involvement in MLA to network, give back to the profession, meet with peers and develop relationships with other library professionals in different types of library settings. They want to bring their skills to MLA and learn new skill sets.

Several people requested more options to participate in MLA through teleconferencing, webinars, and other virtual approaches. The standing committees will begin to experiment with different approaches this year. The Professional Development and Networking Committee will explore virtual training options. And, the Transitional Leadership Forum is evaluating online Communities of Practice in other associations. The newly elected strategic governance board will consider proposals from the committees so stay tuned for updates and be assured that your requests have been heard.

Because MLA is in transition, look for current information on the MLA website at: <http://www.mla.lib.mi.us>. The website still reflects the former organizational structure. It will be updated after we archive the information that members find valuable. If you have questions or suggestions, email me at: couraudg@mlcnet.org. We welcome your involvement and participation in MLA.

State Librarian's Excellence Award

There is still time to nominate your library for the State Librarian's Excellence Award, which will be presented at the October 23 luncheon at the MLA Annual Conference.

This award is for the library which delivers excellent customer service and innovative library service to its communities and constituents. Each year we have a tough time selecting just one award winner and two recipients of citations of excellence, but we are always aware that there are more libraries that could have been nominated for consideration. Let's make this year's pool of nominations bigger and better than ever before.

Our thanks go out to the Library of Michigan Foundation and our corporate sponsors, Hantz Group and EBSCO.

The nomination form is available at http://www.michigan.gov/documents/hal/lm_2008SLEANominationForm_242176_7.pdf. The deadline is September 5.

*Nancy R. Robertson, State Librarian
Library of Michigan*

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Communities of Practice Design Underway

by *Gretchen Couraud, Executive Director,
Michigan Library Association*

The Transitional Leadership Forum is actively learning about Communities of Practice, developing the parameters by which they'll operate and assessing the resources required to build them. With the elimination of divisions and roundtables, members want MLA to be able to provide them the opportunity to network and pursue topics of interest through Communities of Practice.

As defined in the MLA Restructuring Report, MLA Communities of Practice will be: groups by topic or interest area; flexible to meet member interests and needs; inclusive of all MLA members; a place to provide a networking opportunity; supportive of peer to peer professional development; and a means for identification of emerging issues and professional development needs.

Communities of Practice are a hot trend in associations across the country. The theory originated from the work of Etienne Wenger. According to Wenger, Communities of Practice are formed by people who engage in a process of collective learning in a shared domain of human endeavor. They are also groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

There are three characteristics that distinguish Communities of Practice.

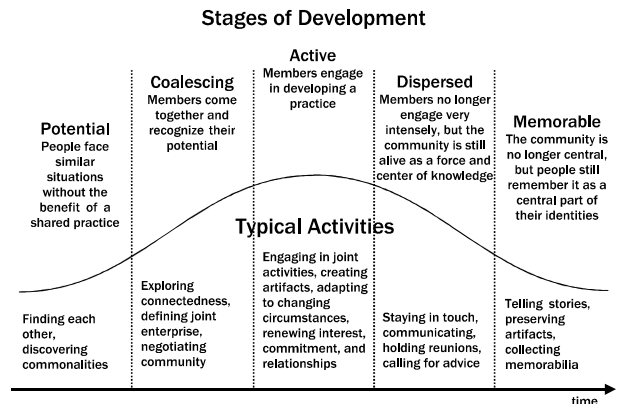
The domain: A community of practice is not merely a club of friends or a network of connections among people. It has an identity defined by a shared domain of interest. Membership therefore implies a commitment to the domain, and therefore a shared competence that distinguishes members from other people.

The community: In pursuing their interest in their domain, members engage in joint activities and discussions, help each other, and share information. They build relationships that enable them to learn from each other. A website in itself is not a community of practice. Having the same job or the same title does not make for a community of practice unless members interact and learn together.

The practice: A community of practice is not merely a community of interest — people who like certain kinds of movies, for instance. Members of a community of practice are practitioners. They develop a shared repertoire of resources: experiences, stories, tools, ways of addressing recurring problems —in short a shared practice. This takes time and sustained interaction.

Typical activities of a Community of Practice include

problem solving, requests for information, seeking experience, reusing assets, coordination and synergy, discussing developments, documentation projects, visits, and mapping knowledge and identifying gaps. These are all examples of what MLA members have said that they want access to through MLA.



Importance of Communities of Practice

- They are nodes for the exchange and interpretation of information.
- They can retain knowledge in “living” ways, unlike a database or a manual.
- They can steward competencies to keep the organization at the cutting edge.
- They provide homes for identities. They are not as temporary as teams, and unlike business units, they are organized around what matters to their members.

The members of the Transitional Leadership Forum identified seven key outcomes that they want to achieve through Communities of Practice.

1. Open access to all and broad participation of members
2. A supportive forum for networking and discussion
3. Simple, clear, easy process to get involved and participate
4. A warehouse of member-created resources
5. The incubation of new initiatives
6. A positive, rewarding culture within MLA
7. A powerful, united presence in the larger community

MLA members have expressed a desire for Communities of Practice to have a strong technology component so members can participate virtually. Options will be explored through the Communications and Marketing Committee and the Web Advisory Subcommittee. Join us at the Annual Meeting at the Annual Conference for an update on Communities of Practice, Wednesday, October 22 from 5:00 to 6:00 p.m.

2008 Award Winners at MLA Conference

(continued from page 1)

honors an active MLA member who serves on a public library board or advisory committee, and contributed to the promotion, cooperation or advancement of libraries.

Alan joined the board of the Ransom District Library during a contentious time in the library's history. The board was in turmoil, and members engaged in hostile, accusatory mudslinging. As a result, the quality of library service plummeted and the library became the laughingstock of the community. Alan stepped into the role of board president after seven months, and stopped the fighting and the chaos. Through his leadership, the board became a viable working body. The library is now a bustling and vibrant facility, enjoying record circulation and program attendance.



Alan Asselmeier

Ransom Library Director Katie Bell Moore sings Alan's praises, "Alan is every director's dream of a board member. He never fails to extend a spirit of friendly cooperation. He is a partner in the operation of the library, rather than a micromanager or taskmaster. He is also the library's biggest cheerleader!"

Loleta D. Fyan Award

The **Loleta D. Fyan Award** is named in honor of Michigan's most famous state librarian, Loleta Fyan, who served in that capacity for 20 years. Ms. Fyan was active in MLA and ALA, and is noted for her many contributions to the library profession. The award is given to a librarian of less than 10 years, who has made a creative contribution to library service in Michigan. The 2008 Loleta D. Fyan award recipient is Angie Kelleher.



Angie Kelleher

Angie is an Access Services Librarian at Alma College. She oversees Circulation Services and Interlibrary Loan, teaches information literacy classes, advises student groups, and also works as an academic advisor. If that didn't keep her busy enough, Angie created the Michigan Author Series for the Alma College Library. This program has opened doors for collaboration between the library and academic departments to introduce students to a wide range of local writers and poets.

In his letter of support for Angie, Steven Vest, head of Reference and Instruction at Alma College, stated that

the Michigan Author Series has been "a wonderful way to get students to see the library as something beyond a place to study and research and to view it as a place of greater learning." Jennifer Starkey, another colleague, described the Alma College Library "as the center of intellectual engagement" at the college, thanks to this wonderful program and Angie's efforts.

Walter H. Kaiser Award

Marta Kwitkowsky, who recently retired from the Chesterfield Township Library, is the recipient of this year's Walter H. Kaiser Memorial Award. This award is in memory of Walter Kaiser, who served as the director of the Wayne County Federated Library System for 26 years and was a nationally known library consultant, authority in local government, and innovator in technical services. The award is presented annually to a librarian, trustee or person associated with libraries and the broad educational goal of librarianship, who contributes an idea, procedure, concept or adaptation, which results in the improvement of a library or libraries.

Marta has improved Chesterfield Township Library with her many creative ideas. She was the first librarian in the Macomb County area to implement an infant literacy program, which carried the bonus of allowing parents to meet other parents, make new friends and create a sense of neighborhood in an area lacking a central downtown. Marta also initiated the "Read Baby Read" program, creating a kit that was given to pediatricians and the Macomb County Health Department as part of their well baby programs.



Marta Kwitkowsky

Dogs have a warm place in the hearts of Chesterfield Library staff members. Marta implemented the *Paws for Reading* program in 2004, a program which uses therapy dogs to help reluctant readers overcome their resistance to reading. *Paws for Reading* is now used by many Macomb County libraries; Marta presented a program on it at the MLA conference in 2005, which has resulted in many calls from Michigan librarians asking for her help and guidance in starting a similar program at their own libraries.

Chesterfield Township Library Director Midge Lusardi praised Marta in her letter of support, "Marta never seeks the limelight. She does, however, seek to make the path that directs the families of Chesterfield to the library as

(continued on page 6)

Children's Services Award of Merit

Marta Kwitkowsky, former Assistant Director and Head of Youth Services at the Chesterfield Township Library, was honored with the Children's Services Division Award of Merit at Spring Institute 2008 in May. Kwitkowsky was recognized for her outstanding contribution to library service to children in Michigan and was presented with a plaque and honorarium.



Marta Kwitkowsky

As a children's librarian, Marta has worked to develop strong children's departments in several Michigan libraries. She played a pivotal role in connecting the library with the Chesterfield community. Marta is especially interested in the field of pre-literacy and early childhood literacy. In addition, Marta's love of dogs carried over into the very successful program, *Paws for Reading*, which uses therapy dogs to help new and reluctant readers improve their skills.

In 2007, Chesterfield Township honored Marta with their Employee of the Year Award. A colleague said, "She is a person who represents what is best in those who are privileged to work with children and their families." Marta is a worthy recipient of this Award.

Information Literacy Award

Michael Lorenzen, of Central Michigan University, has won the 2008 MLA Information Literacy Award sponsored by the Information Literacy Roundtable.

This award honors someone who has created and implemented an innovative instruction program in an academic, school or public library setting; someone who has engaged in research or published a body of work that has positively influenced education and research in libraries; and an enthusiastic librarian who thrives in sharing his or her experience and knowledge with others. This award honors a committed advocate for information literacy and a leader in the library profession.

Michael's outstanding presentations and publications discuss a myriad of issues in information literacy and librarianship, showing a breadth and depth of insight.

Furthermore, his use of technology to debate and discuss issues in information literacy, and to connect librarians with resources, has positively affected the profession in Michigan and beyond.

Join MLA Today!

2008 Award Winners

(continued from page 5)

pleasant and welcoming and as interesting and accepting as possible. She seeks ways to keep the path well lit so when our future readers and leaders visit the library, they always leave wanting to come back for more."

Librarian of the Year

The **Librarian of the Year Award** honors an outstanding member of the library profession, who has been instrumental in providing improved library service to his or her college, university, school institution, industry, or local community. The 2008 Librarian of the Year award winner is Clifford Haka, Director of the Michigan State University Libraries.



Clifford Haka

Cliff has worked in the MSU library system since 1982, and has been director for 11 years. Realizing that technology would play a vital role in the future of libraries, Cliff revamped reference services, added a

Cyber Café and Writing Center outpost, funded 24/7 library service for the Fall and Spring semesters, made the Main Library the largest computer center on campus, built six high-tech rooms for collaborative study, and upgraded the library facilities to make them more welcoming to both students and faculty. As a result, reference inquiries have increased and circulation statistics remain strong.

In addition to these incredible achievements, Cliff is a tireless fundraiser. He has increased MSU's endowments from \$400,000 to almost \$6 million through his fundraising efforts. He also was an early supporter of MelCat, piloting a resource sharing program that later become the model for MelCat.

Every letter of support praises Cliff's leadership and mentoring skills; the generous way he shares his time with staff, patrons, and on a number of committees; and his sincere love of libraries. It is impossible to pull just one illustrative quotation out of the tremendous letters of support to illustrate why Clifford Haka is MLA's Librarian of the Year.

Michigan Author Award Goes to Renowned Baseball Writer Tom Stanton

by Casey Warner, Communications Office
Department of History, Arts and Libraries

The Michigan Library Association and the Michigan Center for the Book announced Tom Stanton — author of books on baseball and American life — as the winner of the 2008 Michigan Author Award. Sponsored jointly by the MLA and the Center, a program of the Library of Michigan, this annual award honors a Michigan writer for his or her contributions to literature based on an outstanding published body of work.

The Michigan Author Award will be presented at the MLA “Shaping Our Tomorrow” conference on October 24. For more information, visit the Michigan Library Association Web site at www.mla.lib.mi.us/events/ annual and access the conference registration.

Stanton writes about the memorable players and places of baseball, but most of all, how baseball is part of American life. His newest book is *Ty and the Babe: Baseball's Fiercest Rivals*, the story of Babe Ruth and Ty Cobb's rivalry and friendship. *The Final Season* was named Baseball Book of the Year as the winner of both the Casey and Dave Moore awards. It is a memoir of the last year of Tiger Stadium. In *The Road to Cooperstown*, Stanton fulfills the dream of a family trip to the Baseball Hall of Fame. *Hank Aaron and the Home Run That Changed America* tells the compelling story of one of sport's most historic moments.

“Tom Stanton's books have earned national acclaim and reveal the tender place that baseball holds in the heart of America,” said Karren Reish, Michigan Center for the Book coordinator. “In paying tribute to this gifted author, we are also able to spotlight a talented writer who proudly calls Michigan home.”

Stanton, a lifelong baseball fan, is a resident of New Baltimore. He has been a journalist in southeast Michigan for 30 years and has also won state and national press awards, including a Knight-Wallace Fellowship at the University of Michigan in Ann Arbor.

Previous winners of the Michigan Author Award include Sarah Stewart (2007), Steve Hamilton (2006), Christopher Paul Curtis (2005), Patricia Polacco (2004), Diane Wakoski (2003), Nicholas Delbanco (2002), Thomas Lynch (2001), Janie Lynn Panagopoulos (2000), Jerry Dennis (1999), Gloria Whelan (1998), Loren Estleman (1997), Elmore Leonard (1996), Janet Kauffman (1995), Nancy Willard (1994), Charles Baxter (1993) and Dan Gerber (1992).

The Michigan Center for the Book, a program of the Library of Michigan and the Center's affiliates, aims to promote an awareness of books, reading, literacy, authors and Michigan's rich literary heritage. Visit www.michigan.gov/mcfb.

To learn more about the Michigan Author Award, visit www.mla.lib.mi.us/maac.

2007 Mitten Award Winner Announced

by Lisa Mulvenna, Youth Services Librarian
Clinton-Macomb Public Library, North Branch

The MLA Children's Services Division is pleased to announce that *A Crooked Kind of Perfect*, a first novel by Linda Urban, published by Harcourt, is the winner of the 2007 Mitten Award. *A Crooked Kind of Perfect* is an entertaining story about self-confidence, hope, and dreams. Ten-year-old Zoe Elias dreams of having a grand piano and performing at Carnegie Hall. Instead, she gets a Perfectone D-60 organ, complete with free lessons, and a chance to play at the Perfectone Perform-O-Rama. As Zoe notices the impact her playing has on her agoraphobic father, overworked mother, and the cute boy from the bus who spends more time at her house than his own, she realizes that sometimes perfection is better when it is a little off-center.

Urban, a Detroit native, will accept her award at the MLA's Spring Institute, held next April, in Lansing. Four honor titles were selected by the 2007 Mitten Award committee: *No Talking* by Andrew Clements (published by Simon & Schuster Books for Young Readers), *Theodosia and the Serpents of Chaos* by R.L. LaFevers (published by Houghton Mifflin), *The Wednesday Wars* by Gary D. Schmidt (published by Clarion Books), and *The Invention of Hugo Cabret* by Brian Selznick (published by Scholastic Press).

The Mitten Award recognizes one children's book published in the United States within the year that has captured the attention of the children's librarians throughout Michigan. The MLA would like to thank Book Wholesalers, Inc., a Follett Corporation Company, for their continuing support of this award.

Thumbs Up! for Teens

by Karrie Waarala, Director
 Auburn Hills Public Library and
 Chair, 2008 Thumbs Up! Award Committee

The Teen Services Division of the Michigan Library Association is pleased to announce that *Evolution, Me, & Other Freaks of Nature* by Robin Brande, published by Knopf Books for Young Readers, is the winner of the 2008 Thumbs Up! Award. Brande will accept her award at the MLA Spring Institute, held April 15-17, in Lansing.

The Thumbs Up! Award was established in 1986 to recognize the excellence in, and to celebrate the uniqueness of, Teen/Young Adult literature. Young Adult and Teen Librarians from all over Michigan determine the winner. Since 2001, the Thumbs Up! Award selection process has included a teen vote. Hundreds of teens voted for their favorite title out of the Top Twenty list. The 2008 teen vote winner is *Twisted* by Laurie Halse Anderson.

In *Evolution*, Brande tells the story of Mena, a high school freshman who has been ostracized by her church, her friends, and even her parents for blowing the whistle on an ugly campaign to reform a supposedly gay schoolmate. Mena then finds herself embroiled in further drama when the unit on evolution comes up in science class and she has to begin to reconcile her lifelong beliefs with her growing respect for her science teacher — and interest in her lab partner, Casey. *Evolution* deals with many relevant topics for today's teens.

For Brande, this is her first novel. Reached via e-mail, Brande responded, "It teaches me to always check my e-mail late on a Saturday night. You never know what wonderful news might be waiting! Thank you SO much for this award. I particularly appreciate that it was based on votes by both librarians and teens. I'm honored — especially to find my novel in such great company!"

Evolution has been named to several prestigious lists, including the American Library Association's Best Books for Young Adults for 2008, the American Booksellers Association's Fall 2007 Book Sense Children's Picks, and the Amelia Bloomer Project 2008 Books that Affirm Positive Roles for Girls and Women.

Four honor titles were selected by the Thumbs Up! committee: *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexie (published by Little, Brown), *Don't Call Me Ishmael* by Michael Gerard Bauer (published by HarperTeen), *Freak Show* by James St. James (published by Dutton), and *Twisted* by Laurie Halse Anderson (published by Viking).

Around the State

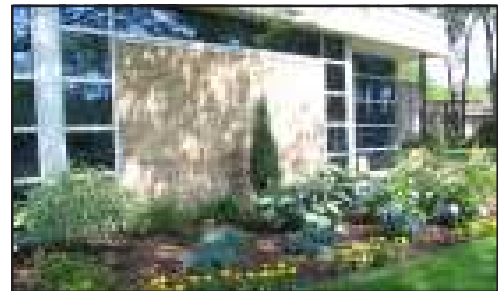
Harper Woods Celebrates as Michigan's First Green Library

by Dale Parus, Director
 Harper Woods Public Library

The Harper Woods Public Library celebrated its LEED® Green Building award on April 26. The award, given by the United States Green Building Council, recognizes Harper Woods as Michigan's first certified green public library. The Library was extensively renovated and an addition put on in 2005. The building was certified at the Silver Level in September, 2007.

U.S. Rep. Carolyn Kilpatrick and State Rep. Edward Gaffney attended and issued proclamations to the community for their foresight in authorizing an eco-friendly and cost-effective building. Mayor Ken Poynter unveiled the crystal plaque at the entranceway and thanked the many groups and committees that helped make the new building and the award possible.

To learn more about the project, visit the Library website at www.libcoop.net/harperwoods.



Low water use landscape at the Harper Woods Public Library

Genesee District Wins PLA "Grow Our Own" Grant

The Genesee District Library was one of eight libraries, nationwide, to be awarded an \$8,000 Public Library Association Grant.

The "Grow Our Own @ your Library" Institutional Scholarship grant addresses the needs of public library staff working toward the ultimate goal of obtaining a masters degree in library and information science. The primary goal of this program is to increase the number of public librarians by providing funds to institutions to enable them to "grow their own" staff internally so that they may advance into librarian positions.

GDL was honored as one of the grant recipients at the American Library Association Conference on June 30, in Anaheim, California.

American Library Association 2008 Annual Conference Report

by Roger Mendel
ALA Chapter Councilor

The ALA 2008 Annual Conference in Anaheim was an environment similar to the 2004 Annual Conference in Orlando which was also located next to a Disney Theme Park. The weather was remarkably mild and pleasant and the overall attendance was far better than Orlando and New Orleans (2006) annuals. The final attendance for Anaheim was reported on July 2 to be 22,047. The past two Annual Conference final attendance reports were 28,228 for Washington (2007) and 16,784 for New Orleans (2006).

Future Mid-Winter Meetings (January) will be in Denver (2009), Boston (2010), San Diego (2011), Dallas (2012), Seattle (2013) and Philadelphia (2014). Future Annual Conferences (June) will be in Chicago (2009), Washington, DC (2010), New Orleans (2011), Anaheim (2012), Washington (2013) and Las Vegas (2014).

ALA Washington Office

This important briefing provided Conference attendees with the latest information about legislation and political activities relevant to libraries. Jim Neal, University Librarian at Columbia University, described his efforts on the Library of Congress Working Group on Section 108 from 2005 to 2008 (<http://www.loc.gov/section108>).

The focus of this group was to examine "Fair Use" concepts on the issue of copyright and determine where consensus exists, where there is an "agreement to disagree," and where insufficient information exists to arrive at a definite line of argument. The Study Group site reveals what is likely to become an increasingly intense battle that could affect the future of Library service. Jim Neal concluded his remarks with the point "fair use" is not "civil disobedience" and we should be ready to fight for "fair" use in the years to come.

Lynne Bradley, Office of Government Relations, was among several speakers who urged grass roots advocacy on federal issues. "Virtual Lobbying Day" was set for July 1, where concerted e-mail messaging to key Senators and Representatives was scheduled. Librarians wishing to keep up to date on the latest issues before Congress should go to <http://www.ala.org/washoff>.

A brief history of the emergence of Federal funding in support of Libraries from LSA (Library Services Act) in 1956 for improvement of rural public library service, to 1964 and LSCA (Library Services and Construction Act)

and finally LSTA (Library Services and Technology Act) concluded with the stated goal of 2009 to raise LSTA appropriations at \$171.5 million and address the base funding level set for a small State at 2003 at \$680,000. The ALA Washington Office indicated that there have been positive signs that this goal might be reached in the 2009 Federal Fiscal Year (beginning on October 1, 2008).

ALA Council/Executive Board/ Membership Information Session

The Budget and Analysis Committee (BARC) report by Marilyn Hinshaw was detailed and informative. The challenges facing ALA in this year of serious inflation have been considerable. Executive Director Fiels indicated that 3.5% had been set aside for COLA for ALA Staff.

The Endowment Fund Report by Chair Robert Newlen was also informative and encouraging. Despite a highly volatile market, the endowment fund only declined by 1.7% during the past year. The endowment stood at \$30,554,000 in Market Value at the end of May 2008. The endowment trustees have been managing our resources extremely well with an increase from \$11,022,000 in 2002 to \$30,554,000 in 2008.

The merger of ALTA (Association for Library Trustees and Advocates) and FOLUSA (Friends of the Library USA) to form a new division called ALTAFF (Association for Library Trustees, Advocates, Friends and Foundations) was noted as an effort to combine administrative functions for the enhancement of efficiency and cost savings.

ALA/APA Council

Revenue results for ALA-APA were said to have fallen short by about \$11,000. However, no handout about the fiscal situation of ALA-APA was presented at this time. It was further noted that about 23% of the salary of the Executive Director of ALA-APA had to be shifted away from ALA-APA to another aspect of ALA HQ operations.

Council I: Resolutions Committee Chair, Peter McDonald, presented a significant revision to the guidelines for developing Council Resolutions (section 5.3 of Policy Manual). Extremely helpful clarifications were approved. Michael Golrick and Larry Romans were also significant in the crafting of these changes.

The new, redesigned ALA web site is expected to be

(continued on page 10)

ALA 2008 Annual Conference Report

(continued from page 9)

launched in September 2008 (<http://staging.ala.org/home.cfm>). Efforts are underway to reduce the length of Mid Winter and Annual Meetings for Council as early as 2010 so that Council sessions could end on Tuesday rather than Wednesday. Treasurer Rod Hersberger presented a review of the fiscal challenges faced by ALA during the upcoming years. Remarks were addressed to the Chair expressing concern about the fiscal future of ALA-APA and also about the need to address the rising costs of travel to ALA conferences through greater emphasis on e-participation.

ALA-APA Council: It was unfortunate that the fiscal report on ALA-APA was not included in the packet for the first ALA-APA Council Meeting, but even more so that it failed to appear at this second meeting where the Treasurers Report provided projections for FY2009 without accompanying information regarding the performance of the APA portion of ALA during FY2007 and FY2008. ALA Treasurer Rod Hersberger agreed to postpone votes on the Budget Ceiling for ALA-APA to Council II due to the failure of ALA-APA Staff to produce the FY2008 estimates to support the FY2009 Budget projections. Despite the commonly accepted concerns about the fiscal viability of ALA-APA, the good news produced at this session reflected very heavy attendance at ALA-APA programs — such as those involving “negotiating for better salaries” and “the union advantage.” One action item passed overwhelmingly at this session where the recommended minimum salary for a professional librarian was placed at \$41,680 and “a minimum wage for all library workers of at least \$13.00 per hour....”

Council II: Following explanations from Jennifer Grady and Rod Herseberger, the budgetary ceiling for ALA-APA was passed at about \$265,000. The budgetary ceiling for ALA was approved at \$67,984,278. Judith Platt, Freedom to Read Foundation President, reported litigation activity underway to defend the rights of readers and bookstores to resist challenges to their right to books and information. Membership in the FTRF has fallen off in recent years. ALA members are encouraged to join: www.ftrf.org/joinftrf.html

“Resolution on Improving the Federal Depository Library Program and Public Access to Government Information” was referred by Councilor Larry Romans to the Committee on Legislation for review and moved to Mid Winter. “Resolution on Support for Funding for Cataloging and Bibliographic Control at the Library of Congress” by Councilors Diane Dates Casey and Janet Swan Hill was passed unanimously. It is hoped that LC

management will not continue to leave cataloging behind when it comes to funding and that this resolution will cause the LC administration to recognize that the larger library community recognizes the importance of bibliographic control. Also passed overwhelmingly were “Resolution Supporting the Employment Non-Discrimination Act (ENDA)” and “Resolution Concerning ALA Policy Opposing Sweatshop Labor” (that ALA and its bodies not purchase products that have been created by sweatshop labor).

Council III: Lois Ann Gregory-Wood celebrates her 40th anniversary as an ALA Staff Member on October 11, 2008. A resolution recognizing her extraordinary service to ALA was passed unanimously (and with great joy) by Council. Association of Bookmobile and Outreach Services (ABOS) was approved as an affiliate of ALA under Article X of the ALA Constitution. Revisions in six interpretations of the Library Bill of Rights designed to broaden and clarify their intent were passed. The Intellectual Freedom Committee, chaired by Kenton Oliver, did an excellent job of keeping our IF documents up to date. The International Relations Committee presented an action item seeking the return of historical documents confiscated from the Iraqi National Library. COO succeeded in formalizing the composition of the Committee on Accreditation. The Committee on Legislation (COL) obtained Council support for funding the National Agriculture Library at the \$22 million level, to urge the Congress to support the measures put forward in the E-Government Reauthorization Act of 2007, and to support efforts to preserve sound recordings made before February 15, 1972.

“Resolution Adopting the Definitions of Digital Preservation and the Revised Preservation Policy for the American Library Association” presented by Councilors Diane Dates Casey and Wei Jeng-Chu, was passed unanimously. A “Resolution on Expanding Council Transparency” was passed after much discussion in favor of eventually telecasting (streaming) Council deliberations and those of our Membership Meetings. It is hoped that steps can move beyond the stage of investigation towards implementation.

Council III business was concluded by 10 AM on July 2. This is the earliest adjournment for a Council III session that I can recall. It is a credit to the skillful leadership provided by President Lorlene Roy, President-elect Jim Rettig and ALA Staff as well as the outstanding work done by Resolutions Committee led by Peter McDonald.

Copies of the final resolutions and action items will be available on the ALA Web Site <http://www.ala.org>.



Shape Your Tomorrow at the MLA Annual Conference Workshops

October 22-24, 2008 • Kalamazoo, Michigan

3 Days — 7 Tracks — 52 Sessions

Wednesday, October 22
9-10:15 am

1.1.1 Access Track

Scott J. Norris

Patrons who are Blind and Visually Impaired are Downloading Digital Books, Too

We will describe and demonstrate the tools available to patrons who are blind or visually impaired, enabling them to access and utilize the digital library of the 21st century. Librarians across the state will become more familiar with equipment and procedures that allow them to advise their patrons who are blind or visually impaired on accessing the library of the 21st century.

1.1.2 Advocacy Track

Karren Reish

Advocate for your Library!

Library advocacy has become more important for libraries of all sizes and from all areas. Learn how to use both the Quality Audit Services Checklist (QSAC) program from the Library of Michigan and library program evaluation methods to show voters, funders, trustees and your legislators what you do at your library, how well you do it, and the impact your programs have on your community. It is easier than you think and can change how you see your library as well as how your stakeholders see you.

1.1.3 Collections Track

Kris Rzepczynski

Shaping Your Community's Yesterdays for Today and Tomorrow

A library's local history collection is a powerful promotional tool and an invaluable community asset. Learn about key resources and collection development strategies for building an enduring local history collection by fostering relationship with outside organizations. Hear Delta Township District Library's firsthand experiences as it builds a local history collection from scratch.

1.1.4 Leadership & Management Track

Brian L. Mortimore

Coaching for the Future

Every year, the Supervisors of Kent District Library collectively conduct over 300 performance reviews. The process of conducting a performance review, as well as the tool utilized to provide such feedback, is critical to motivate staff, recognize strengths and build plans for improvement. Learn the theory behind the KDL performance review process and tools and actively take part in a performance review process.

1.1.5 Marketing & Fundraising Track

Michael Moore

Delta Township District Library - History, Design, Sustainability

Allow Delta Township District Library to share the history, unique features, and the making of one of the newest public library facilities in Michigan. With doors opening in spring 2008, we will highlight various aspects of the facility, view photos of construction in progression order, and share key stakeholders' perspectives of the overall project, including the library board, staff, and design team.

1.1.6 Patron Services Track

Panel

**Jessica Trotter, Capital Area
District Library**

Slamming Around the World

As communities change, libraries welcome more international patrons. Reading interests are expanding into cultures and traditions outside of the U.S. "Slamming Around the World" introduces new international authors and titles to better equip you with the ability to add appealing international titles to your collections no matter the size of your library. Presenters at "Slamming Around the World" are from both public and academic.

(continued on page 12)



Shape Your Tomorrow at the MLA Annual Conference Workshops

October 22-24, 2008 • Kalamazoo, Michigan

(continued from page 11)

1.1.7 Technology Track

Suzanne Robinson

MeL Databases: Annual Update and Q/A Session

Many of the MeL Databases have introduced new interfaces and enhancements. With your busy schedule, it's hard to keep track of them! Come see and hear about the changes, have a chance to ask your questions, and meet the MeL Databases staff.

Wednesday, October 22

10:30-11:30 am

1.2.0 Opening Keynote

**Dan Norris, Cialdini Method
Certified Training**

Using the Science of Influence to Improve the Art of Persuasion

Wednesday, October 22

3:45-5 pm

1.4.1 Access Track

Birong Ho and Sheila Bair

Inventing a Web 2.0 Catalog

WMU has been using the tag features in the open source software – VuFind – to encourage our users to tag the bibliographic records. A study of the users' tags is summarized and analyzed. The study also makes suggestions for extra accessing points to enhance the usability of the Online Catalog. Users' profiles are also analyzed based on their academic areas and related background information.

1.4.2 Advocacy Track

Karen Persello and Edith Burney

The Teen Community Volunteer: How to Take Teen Volunteers to the Next Level

Are you interested in giving your teen programming and volunteer work more punch? Karen Persello and Edith

Burney of the McKune Memorial Library will share experiences with bringing teen and community organizations together to create a teen charitable giving program and promote social awareness with teens. Learn how Chelsea Library's Youth Service Group operates as a volunteer group made up of children and teens who participate in programming and the summer reading game. Chelsea Teen Megan Brooks-Planck will discuss her experiences running several programs at the Chelsea Library, including duct tape crafts and a photography contest. Livonia Public Schools has been running a summer youth literacy program called *ELVS...Early Literacy Volunteers*, and have been using some of Noble Library's teen volunteers to help younger students with reading problems. ELVS volunteers teach reading right in the Noble Library. Ken Bignotti will speak about the program and Maeve Devlin will talk about her experiences at a teen volunteer.

1.4.3 Collections Track

Sue Walton and Anne Marie Eklund

Ready, Set, Read: Helping Parents Understand New Readers

Just as training wheels help a child learn to ride a bike, the controlled vocabulary of Easy Readers aids a child by using simple words and phrases. Learn how organizing the Easy Readers collection in various ways may empower children to select the correct books for their reading level to help ensure reading success. In a panel format, a review of the professional literature on this topic will be covered, and then several librarians will discuss how they handle their collections of beginning-to-read books.

1.4.4 Leadership and Management Track

Dr. Joseph J. Mika

Library Director? Me? Yes, You!!

There is a growing demand for library directors of all types. A crisis is looming as fewer librarians express interest in becoming directors. We cannot afford to ignore this issue. This program provides information to help those considering a career path as library director. Current directors are encouraged to attend to lend perspective and offer mentorship to those interested in this career path.

1.4.5 Marketing & Fundraising Track

Holly Hibner

Tech Tools for Reference: A Public and Academic Library Perspective

There are many Web 2.0 technologies being used every day by reference librarians. Want your patrons to have library updates sent to their cell phone? Have a library toolbar on their personal computers to help with their search? See local library holdings when they do a search in Amazon? Be able to tag their own books to share information with others? Search the library catalog in Facebook? These technologies will be highlighted by a public and an academic librarian with information needed to implement new technologies in your library.

1.4.6 Patron Services Track

Panel

**Shannon Bovis, Head of Youth Services,
Ypsilanti District Library**

**Barbara Rowe, Youth Services,
Sturgis District Library**

**Jayne Damron, Youth Librarian,
Farmington Community Library**

**Meaghan Battle, Youth Librarian,
Ann Arbor District Library**

**Sara Tackett, Youth Services Coordinator,
Jackson District Library**

Head Start and Public Libraries: A Collaboration

Innovative collaboration is the future for public libraries in the 21st century community. The partnership between Head Start programs and public libraries is a great way to open doors to your community. Learn from start to finish how librarians have implemented beneficial collaborative programs with local Head Start programs.

1.4.7 Technology Track

Stacy Nowicki, Heidi Butler, Kathryn Lightcap

The Online Institutional Repository at Kalamazoo College

Kalamazoo College implemented an online institutional repository (IR) through the opensource DSpace software in collaboration with the National Institute for Technology in the Liberal Arts and 24 other liberal arts colleges. Get a glimpse into the repository's contents and the logistics for implementing an IR at a college with limited time, budget, and staff. Librarians developed workflow patterns and guidelines for selecting materials, and created policies to determine the purpose and management of the repository. This session offers "best practices" to libraries considering creating their own IR.

Thursday, October 23 9-10:15 am

2.2.1 Access Track

Joseph P. Sawasky

New Technologies = New Risks and Protections for Individual Rights

Services libraries offer expand every year through technological advancement. As libraries continue to invest more in to electronic resources, shared access and networks, wireless access, and downloadable resources, so increases patron usage which further increases the threat for a breach in security and/or for both libraries and patrons alike. How we protect research, library resources, user identities, and usage data are major issues Joseph P. Sawasky, Associate Vice President for Computing and Information Technology and Chief Information Officer, Wayne State University will address as he shares his experiences and offers advice about technology security for libraries at the University of Toledo and Wayne State University.

2.2.2 Advocacy Track

Julie Todaro, President, ACRL, Austin Community College

Apply the Power of Persuasion @ Your Library

No matter who we are trying to influence, we have so little time with those we are trying to convince. And — as in other professions — people in legislative arenas and in our own institutions really know very little about what we do. Realistically, sitting down with a legislator, a legislative aide or, for our initiative at hand, a department chair, dean, or even classroom faculty for 15 minutes at a time is a matter of getting attention, creating a teachable moment, indicating value and worth of what we do, making an impact, connecting with a promised outcome or a memorable, unique or targeted fact, and seeking follow-up opportunities.

(continued on page 14)



Shape Your Tomorrow at the MLA Annual Conference Workshops

October 22-24, 2008 • Kalamazoo, Michigan

(continued from page 13)

2.2.3 Collections Track

Panel

**Tracy Massey, Young Adult Librarian,
Detroit Public Library-Elmwood**

**Ken Bignotti, Teen Services Librarian,
Livonia Noble Library**

**Karen Bell-Abbott, Young Adult
Librarian, Detroit Public Library-
Lincoln**

Get Streetwise with Teen Urban Fiction

What is urban fiction and why are so many teens attracted to it? We will define teen urban fiction; discuss its history, controversial features, professional reviews, trends, and publishers; and provide some teen-clean titles, authors, and series. Get streetwise with these cautionary tales, so the next time a teen wants to check out a book by Zane, you are able to offer a great alternative. Rori Bielak and Ken Bignotti will be co-presiders for this session.

2.2.4 Leadership & Management Track

**Stephen Schultz, Fahey, Schultz, Burzych,
Rhodes, PLC**

Anne Seuryneck, Foster, Swift and Smith

Ask the Lawyer!

An open Q & A session where attorneys will attempt to answer any question from library directors and trustees on any library law and/or employment law topic.

2.2.5 Marketing & Fundraising

Judith Moore

Museum Adventure Pass

Museum Adventure Pass (MAP) program is a way to merge the history of the past with the technology of today through the partnership of the Library of Michigan Foundation, Macy's and the Cultural Alliance of Southeastern Michigan. The Museum Adventure Pass program is currently running at The Detroit Public Library, Holly Township Library, The Suburban Library Cooperative and The Library Network. Judith Moore, Jim Flury and Tammy Turgeon will provide insight on program development and responses of patron and staff.

2.2.6 Patron Services Track

Trish Reid

Early Literacy: The Full Picture

Early Literacy is a buzz phrase in libraries. Story times are not the only times to develop these skills in libraries. Learn how you can turn your library's youth space into an early literacy space for your community and help young kids get ready to read while they play. Educate parents at the same time! Ideas will be shared for all sizes and budgets of libraries.

2.2.7 Technology Track

Glenn Fischer

Get the Point Across with a Wink

Get introduced to a software tool called WINK, a freeware program that allows Windows and Linux users to record computer screen activity, annotate the recording with text labels/graphics/navigation/voice, and export the recording in a variety of formats. This software is noteworthy because of its power and no cost.

Thursday, October 23

10:30-11:45 am

2.3.1 Leadership & Management Track

Kevin King

Ask the Security Pro

Library directors and trustees will be introduced to the concepts used by security professionals, and how to apply its principles in protecting your library assets, its personnel and its patrons.

2.3.2 Access Track

Amy L. Ranger and Lisa Robinson

Catalog Records of Tomorrow: Cataloging Rules & Standards in 2009

Library catalogs remain the primary access point to most library holdings. Good cataloging is not necessarily a catalog record filled with every detail about the object in hand, but rather an understanding of what is possible when resources are limited. Learn how a consistent application of the rules and standards is cost effective. We will discuss what might happen when or if the major cataloging rules change in 2009. Our two speakers will present their analysis of the report by the Library of Congress Working Group on the Future of Bibliographic Control, published January 9, 2008, and the response from the Library of Congress.

2.3.3 Advocacy Track: Legislative Update

Nell Kuhnmuensch, GCSI

Erik Hingst, CGSI

Christine Berro, Portage District Library

MLA Advocacy Update

Receive the most current update on legislative issues and the elections including state aid reform, tax capture, state budget issues and more. Learn about the upcoming elections, the projected turnover in the Legislature, and how libraries can be proactive with newly elected state legislators.

2.3.4 Collections Track

Panel

Lisa Mulvenna, Youth Services Librarian, Clinton-Macomb Library

Jocelyn Baldwin, Teen Librarian, Redford Township District Library

Leva Bates, Youth Services Librarian, Ann Arbor District Library

Julie Beukema, Teen Services, Caroline Kennedy Library

Laurie Slagenwhite, Youth Services Librarian, Baldwin Public Library

Lisa Watson, Youth Services Librarian, Flat River Community Library

Simply the Best

The Michigan Library Association's Mitten Committee for 2007 has read more than 150 books, and will show you ways to use the best of the new books in your library. Stay on top of the latest trends in children's books and gain programming and readers' advisory ideas!

2.3.5 Marketing & Fundraising Track

Communities of Practice (CofP) Update

The Transitional Leadership Forum has been hard at work formulating concepts and application of MLA's proposed Communities of Practice. This is an opportunity to learn about the process and where we stand currently as an organization with implementing CofPs.

2.3.6 Patron Services Track

Kristy Motz

Re-imagining Academic Instruction with Learner-Centered

One difficulty of re-imagining academic instruction for information access is the faculty and student vision of a "Sage on the Stage" approach: a teaching librarian imparting words of wisdom to a group of disengaged students. Librarians from Ferris State University will share their successes using individualized hands-on activities and tools in classes from freshmen to graduate level, providing specific learner-centered materials you can adapt to meet the needs of your own subjects and course levels.

2.3.7 Technology Track

Paul Howell

Shaping Tomorrow's Digitization Project: Planning Concepts

Digitization Projects are complex and require extensive resources. Planning is your most important tool. Complex projects have many requirements that may include many disciplines. Major areas for planning: Selection, Copyright, Metadata, Equipment/Specifications, Scanning (Image capture), Standards, Quality Control, Hosting, Preservation/Finalization. Each of these will be presented with examples.

(continued on page 16)



Shape Your Tomorrow at the MLA Annual Conference Workshops

October 22-24, 2008 • Kalamazoo, Michigan

(continued from page 15)

Thursday, October 23
1:30-2:45 pm

2.4.1 Access Track

**Evette Atkin, Elaine Ross,
Michele Montague, and Bill Ott**

*The Michigan Evergreen Project - Michigan's
First Open Source Group Catalog*

Are you ready to migrate to a new integrated library system? Looking for an alternative to commercial vendors? This program highlights the Michigan Evergreen project, an opensource shared system available to Michigan Libraries. Launched in 2008, MLC is partnering with the Grand Rapids Public Library to offer Michigan libraries the opportunity to participate in Michigan's first ever Open Source shared catalog, using the Evergreen Integrated Library System software.

2.4.2 Advocacy Track

Diana Kern

Achieving Excellence as a Library Board

Examine the major roles and responsibilities of board members in the areas of operations, strategic planning, resource development, oversight, and ambassadorship. This is ideal for individuals who are new to the world of nonprofit boards as well as for the experienced member who would like to brush up on today's governance skills. Learn today's expectations of trustees in light of the new best practice recommendations from the Panel on the Independent Sector and the IRS. Trustees have higher levels of responsibilities and must rise to meet the demands of our information system worlds. NEW, a leader in board governance, will ensure you leave with a clear understanding of your role on a library board.

2.4.3 Collections Track

Jill Bickford

*Going Global: Building & Promoting Popular
Materials Collections*

As our communities become more diverse, requests for books as well as magazines, newspapers, films and music to meet the informational and recreational reading, viewing and listening interests of our non-native English

speaking users present unique challenges for libraries. Panelists will share success stories about how their libraries built and promoted collections representing a variety of international materials to increase library usage by these multi-cultural users. Learn how these global collections can be promoted through both traditional outlets and well as using Web 2.0 technology.

2.4.4 Leadership & Management Track

Juliane Morian

Tomorrow's Professionals

Want to harness the creativity and enthusiasm of young professionals? MLA is delighted to welcome students from local Library Science programs to offer presentations on a noteworthy project or internship completed while pursuing their graduate degree. Attend this program to learn about library student projects from tomorrow's professionals and tap into their talents today!

2.4.5 Marketing & Fundraising Track

**Deb Biggs Thomas and
Sonya Schryer Norris**

*MeL Today & Tomorrow: What's New,
Enhanced, Improved and On the Horizon*

Libraries are the Michigan eLibrary's core users, promoters, and supporters. This is a not to be missed opportunity to become informed and knowledgeable about 2008 enhancements to and developments with MeL, such as the Michigan Educators' Resources, Michiganana, Research Pro, new promotional materials, and more. Come and find out about what's on the cutting edge and refresh your memory about why MeL is one of the premier eLibraries in the country.

2.4.6 Patron Services Track

Panel

Paula Drummond, Head of Adult Services, Ypsilanti District Library

Ron Andrews, Head of Technology Services, Chelsea District Library

Great Reference Service: Priceless

Book: \$19.95. Online database: \$5,000.00. Great reference service: Priceless! Paula Drummond, from the Ypsilanti District Library, will discuss the ways in which roving reference has helped them provide better service. Ron Andrews will discuss QRS: “Quality Reference Service” training, which puts emphasis on peer-to-peer coaching and setting expectations. Learn how to provide the best possible reference service to your customers!

2.4.7 Technology Track

Virginia Roberts

Libraries after Gates: How Rural Libraries & Library Work Have Changed

Explore how rural libraries and library work have changed since the addition of public computers, particularly the impact of the Bill and Melinda Gates Foundation Grants from 2000, and now reprising currently, is changing the scope of what a librarian does, how the public perceives the library, and what a library has become in rural areas. What libraries have been historically providing to the public, what the public believes they will find in libraries — books. This “brand,” is being left to major or independent bookstores and coffee shops (should a rural area be lucky enough to have either) who provide books and internet access, and all the community activities libraries provided before the computer, but may no longer have the resources.

Thursday, October 23
4-5:15 pm

2.6.1 Advocacy Track

Christine Tobias

Playing Politics: How to Play Fair and Win!

With reduced revenue sharing and reluctance by citizens to bear an additional tax burden, learn how you can be a successful advocate and raise awareness of your library’s needs to your local government officials. It’s a political game with many unspoken rules. Playing Politics will provide tools, tips, and tricks for navigating through the Red Tape and creating positive, productive relationships with those in political power.

2.6.2 Leadership & Management Track

Laurie Kelly, Esq.

Tax Captures by Corridor Improvement Authorities

A library board that relies on millage must make significant, lasting decisions when a new tax capture is proposed by a Corridor Improvement Authority. Let’s review the deadlines and formalities that must be adhered to and explore the options available. Should the library opt in, opt out, or attempt to enter into a revenue sharing agreement with the entity looking to capture? Knowing your options is the first step in framing your response.

2.6.3 Marketing & Fundraising Track

Panel

Susan Eckert, Director of Museum Education, Kalamazoo Institute of Arts

Mary Ellen Hains, Writer/Retired Professor, Western Michigan

Terry Nihart, Gallery Director, Blue Water Gallery

Art in the Library: the Library as Cultural Center

Due to digitalization growth, the role of libraries is constantly evolving. More diverse communities with less time allow libraries to assume a significant role as catalysts for strengthening and bringing community together as local cultural melting pots. A library is “The Place” for artists of all ages and disciplines to exhibit new bodies of work. Learn how libraries can take the lead to serve as cultural centers by fostering important partnerships and collaborations within with local art, social service, health and educational organizations.

2.6.4 Patron Services Track

Michael C. Sensiba

Web Presence of Instructional Materials

Librarians often must recreate instructional materials because existing materials are not easily found or accessed. Using web-based social software, librarians at Wayne State University may share instruction materials with each other, allow patrons to access materials online, and search for materials that may be used in other teaching and learning situations. In this presentation, web-based applications, such as Scribd, SlideShare, Flickr and Zoho Creator, will be explored. We will explore the metadata created in the project and discuss the criteria for inclusion of materials in the project. Implementation details, strengths and challenges of this approach, and options for expansion will be discussed.

(continued on page 18)



Shape Your Tomorrow at the MLA Annual Conference Workshops

October 22-24, 2008 • Kalamazoo, Michigan

(continued from page 17)

2.6.5 Technology Track

Jim Ratliff

Wikipedia: Just Get Used to It; It's Better Every Day in Every Way

Join Kalamazoo Valley Community College Librarian Jim Ratliff to discuss Wikipedia essay publishing, how original essays he published on Wikipedia were edited then re-posted to other sites, how Google weights Wikipedia in its result rankings, and ideas for using Wikipedia in libraries.

2.6.6 Collections Track

Panel

**Wendy Woltjer, Teen/Adult Librarian,
Kalamazoo Public Library**

**Marry Kelly, Teen/ Adult Librarian,
Salem-South Lyon District Library**

**Ben Malczewski, Adult Reference
Librarian, Ypsilanti District Library**

**Kelvin Watson, Associate Dir. of
Business Dev., Borders Group, Inc**

Can You Hear Me Now? Great Titles You Never Knew We Had

Learn ways to increase use and awareness of the hidden gems in your non-fiction and reference collections. When patrons with eclectic tastes are looking for something new or interesting, your staff will be ready with displays, bibliographies, and reader's advisory methods that draw attention to great titles. Teen-adult crossover titles in non-fiction will be recommended. There will be ideas on how to make reference collections more attractive to increase use.

2.6.7 Access Track

Steven K. Bowers and Patricia Lewis

Making History with YouTube and OPAC

We will discuss considerations for designing a digital project, from inception to final presentation. Creating a digital project does not necessarily mean creating new online content; a library digital project may include organizing access to existing materials. Collection development may include integration of publicly-accessible online content into library catalogs. Presenters will speak about cataloging and integrating YouTube videos into the

OPAC. This presentation will focus on the *Martin Luther King, Jr.: Speeches and Interviews* project created by the Detroit Area Library Network.

**Thursday, October 23
5:15-6 pm**

2.7.1 Membership Session

Elizabeth Boollinger

Mentorship: Bridging the Gaps in Our Profession

Done correctly, mentorship can bridge gaps between professionals of all types, ages, and backgrounds. Discover how mentorship can create more effective organizations and learn about the key elements to successful mentoring programs. If you are seeking a mentor or are interested in becoming a mentor, this is a session you won't want to miss.

**Friday, October 24
9-10:15 am**

3.1.1 Access Track

Panel

Judi Stillion

C. Patrick Labadie

Brian Breneman

Great Lakes Maritime History Digitized

In 2005, the Alpena County Library began digitizing the vessel portion of C. Patrick Labadie's 19th century maritime collection on the Great Lakes. The collection is owned by NOAA through the Thunder Bay National Marine Sanctuary in Alpena. It is purported to be one of the largest collections of 19th century maritime materials in existence and consists of 2.25 terabytes of data. After two years of work, the project was completed in September, 2007. The web interface will be running and accessible in the spring of 2008. This presentation by Judi Stillion, Director, Alpena County Library; C. Patrick Labadie, collector; and Brian Breneman, database creator will explain the collection, and will demonstrate how to most effectively use these incredible resources.

3.1.2 Collections Track

Monique Andrews

Re-visioning the Reference Collection

Traditional, gloomy, dusty, esoteric, and out-of-date — all of these describe the Purdy/Kresge Library reference collection at Wayne State University in the spring of 2007. It was a classic example of “just in case” thinking in the selection and management of the resources. As part of an overall redesign of the reference area, a team of librarians and staff members undertook the charge to bring its collection and its purpose into the new millennium. Learn how you may apply this project’s goals and surpassed outcomes to your library.

3.1.3 Advocacy Track

Nader Qaimari, GALE Cengage Learning

The Current Value of MEL and An Evolving Future

Each day Michigan residents register thousands of sessions on MEL library databases offered through Gale. Gale maintains aggregate information on general search habits, user behavior, and overall topics of interest used to better serve MI’s unique needs. Join Nader Qaimari, Gale’s Vice President of Market Strategy, in an interactive and engaging session guaranteed to shed light on the value of the existing database and how they may evolve in coming years.

3.1.4 Leadership & Management Track

Panel

**Kristen Valyi-Hax, Director,
Ruth Hughes Memorial
District Library**

**Kate Pohjola, Director,
Lapeer District Library**

**Tammy Turgeon, Director,
Sterling Heights Public Library**

Drink the Kool-Aid: Of Course You Want to be A Public Library Director

If someone says, “Hey, why don’t you become a director,” do you cringe? Does the thought of being an administrator make your heart race, but not in a good way? Three thirty-something public library directors with a range of practical experience will discuss what they have learned during their respective tenures. Learn how they overcame obstacles, what strategies they developed in their day-to-day duties, and why they are satisfied with the choice to go into administration. Panelists will cover such topics as budgeting, personnel management, and working with a Library Board, among others.

3.1.5 Marketing & Fundraising Track

Panel

**Maria Showich-Gallup, Head of
Children’s Services/Librarian II,
Farmington Community Library**
**Anne Marie Kurzyniec, Media
Specialist, Farmington Schools**

Hand in Hand: How Libraries Can Work Together with Schools and Businesses

The Farmington Community Library, schools, and business have been working together to build better relationships and a stronger community. We will explain what we have done and how we plan to continue this.

3.1.6 Patron Services Track

Dr. Nancy DeJoy

Instructional Design in the Real World

Many librarians perform instruction as a component of their jobs. The Library Instruction Unit of the Michigan State University Libraries has collaborated with Dr. Nancy DeJoy, Director of Tier One Writing at Michigan State, to create online modules to be used with traditional library instruction and orientation. This group will discuss the instructional design process, demonstrate the benefits of collaboration, and show how learning outcomes were developed to correspond to the ACRL Information Literacy Competency Standards. We’ll review how technology-based solutions can be developed to address common challenges in library instruction.

3.1.7 Technology Track

Jacki Wrosch

VUFind: An Open Source ILS Independent OPAC

For many years, libraries relied on their ILS vendor to deliver an OPAC that was intuitive for their users. Many times features were missing. Explore how to implement VUFind in your library as either an alternative to the ILS-bundled OPAC. Topics to be covered are technical requirements and setup, installation, importing and indexing records, connecting to the ILS database, and customizing for local needs. We will demonstrate the user interface and compare that to an ILS-bundled OPAC.

**Friday, October 24
10:30-11:30 am**

3.2.0 Closing Keynote

Jim Van Bochove

Laughing in the Hot Seat