Message from the President

Greeting Montana Librarians!

Happy New Year! It is all of a sudden the year of the dragon. And the WATER DRAGON to boot! The Chinese calendar predicts change and prosperity in the year of the dragon, and even more so with the rare (every 60 years) water dragon year. My hope is that we can all embark into this New Year with a cheerful outlook for positive change.

I write one week after Texas Congressman Lamar Smith pulled the Stop Online Piracy Act (SOPA) from consideration by the House Judiciary Committee “until there is wider agreement on a solution.” Also on January 20, Senate Majority Leader Reid announced that a vote on PIPA (a sister bill in the Senate) would be postponed indefinitely. This is great news for libraries, but we cannot get complacent. Some form of these bills will be back. And we should support some sort of move against online piracy of intellectual property—but not at the expense of intellectual freedom and Internet freedom. The Montana Library Association Board directed me to write letters to our congressional delegation urging Senators Tester and Baucus and Congressman Rehberg to oppose this legislation and to carefully consider alternatives to the proposed language. We will continue to monitor this issue.

We have been dismayed to hear of the dismantling of the Ethnic Studies program in the Tucson, AZ School District. On January 24th, the American Library Association issued a condemnation of Arizona’s “suppression of open inquiry and free expression caused by closure of ethnic and cultural studies programs on the basis of partisan or doctrinal disapproval,” and the Tucson school district’s “restriction of access to educational materials associated with ethnic and cultural studies programs.” This is another issue that the MLA Board will be closely watching over the next few months.

Your MLA Board has been busy working on our strategic plan initiatives and we’ve made significant progress. The one think that we can’t seem to complete, due to Board turnover and the general business of our Board and past officers, is the Handbook update. If there is anyone who would like to volunteer to work on the handbook, we would really appreciate it. It desperately needs to be brought into alignment with our current policy and initiatives. Please contact me if you are interested.

The MLA Board is delighted to have Jack Albrecht as an MLA Volunteer. If you are a member of the MLA Group on Facebook, you’ll notice he has been actively posting news and events germane to the Montana Library Community. Thanks, Jack, for keeping our Facebook presence fresh and inviting!

I hope you are all getting your registrations completed for the Montana Library Association Conference to be held in beautiful Big Sky. Visit the MLA website to register and to see updates as we progress towards spring. I’m looking forward to seeing you all in April!

Kim Crowley, President
It’s an exciting time to be an information professional. New opportunities abound at every turn in the rapidly changing field of library and information science. In the midst of these changes, professionals may find they need to update their skills in order to stay current with emerging trends, compete for promotions, and use exemplary practices to serve their communities.

There are numerous options for professional development and continuing education. For those who want to reap the rewards of a more in-depth learning experience, a post-master’s certificate program is a good choice.

“A certificate can help information professionals gain relevant, tactical knowledge about emerging trends, while showcasing their mastery in a way many employers value when making hiring and promotion decisions,” advised Jill Klees, San José State University career center liaison to the School of Library and Information Science.

Professionals who want to earn a post-master’s certificate now have a new option. The nationally-ranked San José State University School of Library and Information Science (SLIS) recently unveiled its new, fully online Post-Master’s Certificate in Library and Information Science program.

From the convenience of their homes, SLIS certificate program students engage in a collaborative, fully online learning environment with students and faculty in the School’s ALA-accredited Master of Library and Information Science (MLIS) program.

SLIS certificate program students complete six courses, including a one-unit course that introduces them to the School’s sophisticated online learning environment and five courses from one of the following career pathways:

- Digital Archives and Records Management
- Digital Services and Emerging Technologies
- Information Intermediation and Instruction
- Web Programming and Information Architecture
- Youth Services

Prospective students can choose to start the Post-Master’s Certificate program in the Fall or Spring semester. For more information, please visit: slisweb.sjsu.edu/certificate

The San José State University School of Library and Information Science offers two fully online master’s degrees, a fully online certificate program, and a doctoral program: Master of Library and Information Science (MLIS), Master of Archives and Records Administration (MARA), Post-Master’s Certificate in Library and Information Science, and the San José Gateway PhD Program.

Let the learning begin: slisweb.sjsu.edu/mla
A Message from the New State Librarian
By Jennie Stapp
Montana State Library

Although I have had the privilege of getting to know many of you over the years, I would like to take the opportunity to re-introduce myself and share with you how the Montana State Library can serve you and how we serve all Montanans.

You may not know that I am a native Montanan. My family is from Butte and I grew up in Columbia Falls. I earned my undergraduate degree at Rocky Mountain College in Billings. It was there that I met my husband, Ethan Stapp, and where I first worked in a library. Also while at Rocky, I came to know and love library service as I worked with Jan Jelinek and Bill Kehler.

Ethan and I served as Peace Corps volunteers in Bolivia and then lived briefly on the east coast before attending graduate school at the University of Arizona in Tucson. I earned my Masters in Library Science in 2002. I was fortunate enough to return to Montana after graduation. My first professional library position was as the Technical Services Librarian at the Montana Historical Society. I worked there for almost three years before moving to the Montana State Library in 2005. Since then I have worked in various positions, most recently serving as the Digital Library Director and Chief Information Officer. I am delighted to be able to serve my home state as the State Librarian.

At the Montana State Library, we are committed to strengthening libraries and information services for all Montanans through leadership, advocacy, and service. The outstanding staff and partners of the State Library strive to meet this mission every day.

By collecting, enhancing, and preserving information created by our government, such as publications produced by state agencies and geospatial and natural resource information, we ensure that all Montana citizens have ready access to information that shapes our lives on a daily basis. We also meet the information needs of Montana government employees.

In addition to our government information resources and services, we ensure that Montanans who are blind or physically handicapped are provided access to library services. Through consulting services, education, and creative collaboration, we strengthen and support the role of all Montana libraries so they are better positioned to be their communities’ choice for discovery and exchange of information and ideas. Our dedication to strengthening libraries and information services for all strengthens community life for all Montanans.

At the Montana State Library, we value:
• An educated and inquisitive citizenry;
• Library services that are responsive to users’ needs;
• Free government information that is easily accessible and widely distributed;
• Equitable access to all library resources and services;
• Patron privacy;
• Economic development of Montana for Montanans;
• The responsible stewardship of public funds;
• Open, direct, and timely communication;
• Competent and professional staff.

I look forward to visiting you in your libraries in the coming months and years and to working with you to continue to strengthen library services throughout the state. The next time you're in Helena, please stop by to say hello.
Overdue books and patron fines keep library staff busy year-round. At an academic library the push to clear patron accounts becomes more frenzied at the close of each semester in an attempt to rectify library accounts before students leave campus. The MSUB Library staff decided to implement a Food for Fines promotion because it would be a win-win for all involved.

The Library cleans up its database of overdue books and fines, patrons erase holds on their accounts, and the community food program receives non-perishable food items.

Library Director Brent Roberts approved the plan and the project was led by Darlene Hert, Jan Fandrich, and Carol Jestrab. We had tried a similar promotion in the past but with limited results. Success requires a strong advertising effort and staff committed to making the necessary phone calls and sending notifications to offending patrons most likely to benefit. The promotion ran from December 1 through December 15; we required one food product per overdue item. General emails were sent to the MSUB community and posters were displayed in key campus locations. Special email notifications were sent to library users with overdue books dating back to January 2009. Unfortunately, several hundred of these emails were undeliverable so Carol spent many hours calling patrons. This was a huge task but worth the effort.

The final tallies indicate we received 244 cans of food and cleared 56 delinquent patrons. There were several instances of patrons offering more than the minimum amount required to clear a fine. We feel this promotion was a complete success. Library staff received numerous favorable comments from campus people and library users. In addition to meeting our goals of clearing patron records, getting books back on the shelf, and collecting food for the needy, we also nurtured a sense of community spirit and outreach that is important at MSU Billings. Some of the comments overheard included: “You’re awesome,” “What a wonderful idea” and “That is so cool!” We are very happy with the feedback. To increase awareness for future Food for Fines promotions, we would suggest advertising earlier. We started advertising on November 28, but feel that an earlier start date may have provided more time for staff to individually contact patrons.
The Montana Shared Catalog continues to grow. Over the past few months the MSC has added the Henry A Malley Memorial Library in Broadus, Ekalaka Public Library, Fallon County Library in Baker, Lolo School Library, Manhattan K-8 School Library, Prairie County Library in Terry and Stillwater County Library in Columbus. Fallon County, Lolo School, Manhattan K-8 and Stillwater County began using the system last fall and the remaining new libraries will be going live within the next few weeks. Mineral County Library has added a new branch in Alberton and Missoula Public Library has added a public branch in the Lolo School Library and another branch for the “Web on Wheels” bus. The catalog now consists of 140 libraries and branches located in 86 communities across Montana and with a collection of more than 3.5 million items.

The MSC 2012 New Library Application is now available for download from the MSC home page at: http://msl.mt.gov/For_Librarians/Montana_Shared_Catalog/default.asp. Links to the application plus an MSC description, members map, and FAQ's are found on the right side of the web page. The application deadline is February 24, 2012. This will be the only application period for 2012. There are 3 potential implementation schedules, dependent on migration choices and library type. Implementation schedules could be delayed if it is decided to migrate to a new system. Final decision as to whether to acquire a new system or not will be made in June, 2012. If the decision is made to migrate, libraries selected to join the MSC this round will be added to the catalog after current MSC libraries are migrated. LSTA funds will be made available to cover most, if not all, vendor startup costs. LSTA funding availability will depend upon the amount of the grant plus the number, type and size of the libraries selected to join during this application period. Contact Ken Adams at the Montana State Library to obtain a cost estimate and answer any questions you may have.

Cataloging Party in Simms: Simms and Ft. Shaw Schools (Sun River School District) have been trying to get 80% of their materials cataloged so that they can start fully using the MSC system. It is a hard job when there is only one librarian for both schools. So, on Nov 28, 2011, a team of MSC catalogers traveled to Simms and had a cataloging party--a full day of cataloging to help Sun River Schools reach their goal. In one day, 6 librarians cataloged 1,061 books. A HUGE thank you to our catalogers: Roberta Gebhardt (MT Historical Society), Susan Murray (OPI Resource Library), Laura Tretter (State Law Library), Shelly Vick (Power Schools), and Melody Condron (MSC staff). Thank you also to Kate Vassar-Geise, the school librarian in Simms/Ft. Shaw, for welcoming our team.
System Updates:

Training: The addition of MSC staff (Amy) with a primary focus on training is now paying off. In-person training sessions were held last fall in Missoula, Helena, Billings and Miles City. More classroom sessions are being planned for this spring. In addition, bi-monthly webinars are being presented by Amy on various MSC specific topics. Training guides and materials are being updated and posted online as they become available. The MLA has been gracious in allowing several MSC training sessions to be held during the MLA conference in April.

Web Services and Mobile app: The MSC recently updated the Symphony ILS web services package to version 3.2. This version includes the “BookMyne” app for Android mobile devices. The app has been available for iOS devices since last May.

The MSC technical support capabilities took a major step forward by purchasing a subscription to “ShowMyPC”, a cloud-based, trouble ticket and remote desktop support system. This allows members to report problems and track issues from a simple to use web form. It also includes remote desktop support and online chat.

Offline Time!
By Pam Henley, Technology Assistant
Bozeman Public Library

It's time to refresh your winter driving skills and head to Bozeman for the annual Offline conference. Technology- and chocolate-loving folks will be heading to Bozeman Public Library February 24 and 25. Andrew Pace from OCLC will be joining us, as well as friends from the State Library, MSU-Bozeman, MTAP and more! Friday evening we’ll visit the newly remodeled Information Commons at MSU’s Renne Library for more socializing. The registration form is available on the MLA website (look under the Conferences tab) and linked on MLA’s Facebook page (thanks to Jack Albrecht for making that happen!). Register early for a discount! Registration includes meals. Questions? Email Pam (phenley@bozeman.net). See you soon!
News from the Montana State Library
By Sue Jackson
Montana State Library

Montana Certification Program for Library Directors, Staff & Trustees
If you're interested in the certification program, the details and forms are on the MSL website: http://msl.mt.gov/For_Librarians/Training/certification/default.asp. With the master ce list and the online tracking form, it’s easy to participate.

Spring Trustee Clinics on Library Finances
Montana State Library is trying something new in 2012, based on what we heard from library trustees around the state. We'll host clinics for trustees at six locations during April-June: Library Finances -- Funding, Sources, Accounting Reports, and What It All Means. Tracy Cook, MSL consultant, will be the lead presenter and she'll be joined at each clinic by others with financial expertise and experience. They'll be sharing information about funding and revenue sources available to libraries and how these work; budget laws that impact the library including Title 7 of the MCA, Governmental Accounting Standards; BARS (Baseline Accounting and Reporting System) and how to read the reports the city or county sends to the library; Library Depreciation Funds and how these benefit the library; and some quick and easy budgeting tips.

Spring is a busy library time, but we’ve tried to plan the clinics around other library conferences and spring federation meetings. Clinics are scheduled 9:30-3:00 at each location:
  Kalispell -- Thursday, April 26 -- meeting site TBA
  Butte -- Saturday, April 28th -- Butte Silver Bow Public Library
  Glendive, Thursday, May 10th -- Glendive Public Library
  Billings -- Saturday, May 12th -- Parmly Billings Library
  Lewistown -- Thursday, May 24th -- Lewistown Public Library
  Havre -- Saturday, June 2nd -- Havre Hill County Library
Please share the clinic schedule with all of your library’s trustees. As always, registration is free and lunch will be provided. Registration will begin in March.

LSTA Evaluation
Every five years the Institute of Museum and Library Services (IMLS), the federal agency that administers the LSTA grant program, requires each state library to conduct an independent evaluation of its 5-year LSTA plan. Montana’s evaluation report will be done by Communication and Managements Services (CMS) of Helena and submitted to IMLS at the end of March. Data collection included a librarian survey, a general patron survey, patron surveys on specific LSTA-funded projects (Montana Shared Catalog, Montana Memory Project, and MontanaLibrary2Go), and focus groups for both librarians and patrons (held in Billings, Missoula and Helena). The State Library thanks everyone who provided input and helped CMS gather the data needed to complete the evaluation. The report will be posted on the MSL website in April.

* * * * *
Time to start gathering up items for your fabulous Sheila Cates Silent Auction Basket for the MLA Conference!
We are looking for folks willing to contribute unique and wonderful silent auction items with all proceeds from the auction to go to the Sheila Cates Scholarship fund which helps out future Montana librarians. If you have a basket you would be kind enough to contribute, please contact Lisa Mecklenberg Jackson, lisamj@missoula.lib.mt.us.
One-of-a-kind items and really neat stuff are always in season at the Sheila Cates Silent Auction!
Thank you!
New year's Resolutions: 12 Things Not-To-Miss in Anchorage, 2012

12. Bear Square - Downtown
   :: Bear Paw Mining: “roll up your sleeves and pan for gold!”
   :: Bear & Raven Adventure Theatre
   :: Anchorage City Trolley Tour

11. Lake Hood Harbor
   :: Lake Hood is considered to be the largest floatplane harbor in the world

10. Fishing Downtown at Ship Creek
   :: A creek located Downtown where salmon run up fish ladders
   :: 6th Ave. Outfitters—rod & reel rentals

9. Log Cabin Visitors Center
   :: the “Log Cabin” is a great point to embark on your city exploration

8. Alaska Botanical Gardens
   :: Take in the beauty of Alaska’s native flora and northern-hardy perennials at this tranquil garden located amidst 110 acres of boreal forest.

7. Alaskan Authors
   :: Join keynote speaker Dana Stabenow and many others at PNLA 2012!

6. Alaska Railroad
   :: Day trips to Girdwood, Portage Glacier, Whittier, Spencer Glacier & Grandview. A lovely way to enjoy Alaska’s stunning beauty

5. Kincaid Park
   :: A great place to see moose & other wildlife—20 miles of hiking & biking trails

4. Anchorage Museum
   :: Many exhibits, beautiful artwork and native crafts

3. Anchorage 5th Avenue Mall
   :: If you love shopping, this is the place to go

2. Tony Knowles Coastal Trail
   :: An 11-mile-long paved trail through parks that begins in downtown Anchorage

1. High quality library education & networking with the Pacific Northwest Library Association Annual Conference
Dragons flying from the cover of a book! Sound like something from a Harry Potter movie? It’s not magic, but rather it’s the emerging technology of augmented reality (AR). AR looks at real-world objects with a computer-generated overlay such as a video, cartoon animation or audio recording. For example when you view the cover of a book using an AR app, you will see an “aura.” This aura might be a book trailer, a song, a 3-D graphic, or an animated figure. To create AR, I chose Aurasma, a free app from the iTunes App Store.

With Aurasma you can choose between two types of auras. The first is an Anywhere aura, which allows you to attach objects to real world images. I use Anywhere auras to create dynamic book reviews. Using an iPad, I record a student talking about a book, and then I attach the video to a picture of the cover of the book. Anyone viewing the book through the iPad will see the video pop up so they can enjoy a live review.

Another way to use an Anywhere aura is to have students determine a theme for a book. Then, search for a computer animation that reflects that theme and create an aura that will have the object pop out of the cover of the book. For example, students are reading Rick Riordan’s, The Lightning Thief. For this novel we found a giant water spout, a perfect fit for this book. Now, when students use the Aurasma app to look at the cover of this book, the water spout splashes under the hero’s feet. Anywhere auras can also be used as the end product when doing research. This is how it would work. In science class we take a photo or draw a picture of a plant. Students research the plant, then report their information on video. We can then create an aura by attaching that video to the picture. This is an exciting way for students to showcase their research findings. Anywhere auras are social; they can be shared through Twitter, Facebook, email or SMS. At the American School of Warsaw we participate in a reading program called Golden Dragon with three other international schools in which we all read the same books. I’m having students ask questions and make comments on the books which I video and use to make aura that can be viewed by the students at other schools simply by viewing the book cover through the iPad.

The second type of aura is a Location aura. Location auras work well with social studies or history classes. Students can research historical facts and ideas about a location, find old pictures, historical data, poetry, or even music that somehow relates to that location. They then take pictures of a building and attach one of those items to that building. For example, since my school is in Warsaw, Poland students could do research on the Warsaw Ghetto, finding old photos and historical facts. Once students have the research, they can go to the streets where the old Warsaw Ghetto used to be and take a picture. They can add an aura to that picture showing what the same street looked like in 1942 or can produce a video where they explain the historical significance. This would make a great service learning project for students because visitors can look at the same area and view the information auras the students created. Think about the historical sites in your area where this would work.

In the library I experimented by recruiting fifth grade students to find out what is available in various parts of the library. They had to write and memorize a speech about the assigned section, such as picture books. I filmed them and attached the video to signs which say Library Information Point and have the section name. Now visitors and parents come in and view the Library Information points through the iPad, where the student video will pop up.

Recently the elementary principal issued a reading challenge to fourth and fifth grade students. If they read 1700 books by the end of the school year, he will dye his hair red. We made a poster of him with red hair and I created an aura with it, attaching a video of him making the challenge. Students are now clamoring to view the aura, and books are flying off the shelves. AR definitely creates a lot of excitement both inside and outside our library.

Aurasma Version 1.4.3 is compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPod touch (4th generation), iPad 2 Wi-Fi and iPad 2 Wi-Fi + 3G. There’s also an android version.
Charades! Cakes! Costumes!

Dress as your favorite literary character! Prizes!

Cake decorating not for the faint of heart. Prizes!

all for Cates

Cates Fundraising Event
at the MLA Conference
Thursday, April 12, 8:30-10:00 p.m.
This is one event you won’t want to miss!
Get Outta Here!
Or, Get a Grant from MLA and Go to a Regional or National Conference.
By Mary Drew Powers, MLA Professional Development Committee
Parmly Billings Library

Sometimes I need a jolt of something new and fresh to inspire me. Not the same old stuff in a new cover, but something that gets me back on the job with zest and enthusiasm. And trust me, there is nothing like getting out of town and going to a Conference to get you out of a rut. This is where MLA comes in with their bi-annual grants for National or Regional Conferences. You pay your dues so MLA can support you with learning opportunities and maybe you take advantage of going to MLA’s yearly Conference. Now it’s time for you to think BIGGER.

Look around ALA, WebJunction, and other Library websites for conferences that dovetail with your expertise or interests. (I’ll be highlighting conference opportunities on MLA’s Facebook page throughout the month - “Like” us!)

Check out the guidelines for MLA grants on the webpage: http://www.mtlib.org/Handbook/grant_guidelines.asp. The deadline for this round is April 1, so you have a whole month to take care of business.

Apply – it’s not hard and you can email me (mme.ref.lib@gmail.com) with any question, big or small. You have nothing to lose by applying, and everything to gain; starting with remembering personal goals you may have had when you first started along the Library career path.

We all need some inspiration once in a while. MLA gives you an opportunity to inspire yourself with Grants that members fund with their dues. So, get outta here!

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