Message from the President

Montana Library Community:

The holiday season is upon us and I’d like to wish you all safe travels and joyful times with friends and family!

I’d like to let you know about a few of the activities that kept MLA hopping this fall. The annual conference planners met and put together a strong line-up of programs for the conference this year. Thank you to all of you who have volunteered to share your expertise by presenting a conference workshop! The MLA Board met for a quarterly board meeting in Livingston and focused heavily on the activities of the Government Affairs committee. Division Chairs Pam Henley and Lauren McMullen co-chaired a successful ASLD/PLD retreat at Chico. All of the attendees returned to their libraries rejuvenated and with some fresh ideas.

The Offline conference is the next big continuing education opportunity offered by MLA and this is the year to do whatever it takes to make it to Offline. Offline will be in Butte February 1 – 2 and will meet in the Thornton Building which houses the company that manages Montana’s super-computing center. Lee Miller and Steff Johnson are co-chairing this conference and have booked Library Technology Guru Marshall Breeding as the keynote speaker. This is the can’t-miss conference of the year for anyone involved in library technology.

Another important date is Library Legislative Day: January 16. MLA will host a dinner for our Legislators at which they have the opportunity to pose for our READ posters. We hope to have as many librarians attend as possible from across the state. This is our chance to speak with our Legislators regarding library issues. Watch Wired for more details about Library Legislative Day.

We all enjoy reading FOCUS to find out what is going on in Montana libraries and to get ideas for innovative things to try at our own libraries. What are you doing? Megan Stark uses Wired to solicit articles from you. Send her your stories – submit to FOCUS!

Anne Kish
President
Joint Membership Opportunity for Montanans Attending Library School
MLA Board and ALA have agreed to offer joint memberships to both organizations for Montanans attending library school. The joint membership program offers students an opportunity to join both organizations for $35. Normally, a student membership in ALA costs $33 and a student membership in MLA costs $15 for a total cost to students of $48. Under the joint membership, students are able to join both professional organizations at a savings of $13. Students eligible for the joint membership may be either pursuing an MLS degree or teacher certification in Library. Students may participate in the joint membership program for up to five years.

Membership in MLA gives librarians and students access to a unique group of active, dedicated and professional librarians serving all types of libraries in Montana. Members receive discounts on the annual conference. (This year MLA holds its annual conference April 17 – 20 in Missoula.) Members of MLA also enjoy a plethora of relevant and timely professional development.

ALA membership offers contact with a national network of school librarians, ALA’s magazine entitled American Libraries, and discounts on various ALA publications, webinars and conferences. If you are currently enrolled in a library program and are interested in taking advantage of this joint membership opportunity, please watch the ALA website and the MLA website for new postings on this opportunity. As MLA prepares its promotional materials, you may read more about student memberships on this ALA website. In the coming months you will see a joint membership for Montana listed on the ALA website. You will also find the enrollment form there.

If you are a practicing librarian and know of students in library school, please encourage them to take advantage of this opportunity.

For questions regarding this opportunity before the information is posted, please e-mail Suzanne Goodman at goodmancarroll@msn.com.

ALA Chapters Issue Joint Statement on E-Content Pricing
By George M. Eberhart, Editor, American Libraries Direct
Reprinted with permission of American Libraries Inside Scoop

A majority of the 57 state and regional chapters of the American Library Association have signed a joint statement in opposition to the practices of publishers and distributors that have established unfair pricing in the sale of ebooks to libraries.

ALA President Maureen Sullivan commented, “This joint statement underscores how critical this issue is for the public. Librarians across the country daily face questions from their readers about why access to ebooks is restricted. ALA fully supports this grassroots effort.”

So far, 43 ALA chapters (see full list) have signed on to the statement, and Indiana Library Federation Executive Director Susan Akers expects that a few more will join in the next few weeks.
Akers told American Libraries that at an Indiana Library Federation (ILF) board meeting in September, ALA’s Indiana Chapter Councilor Teresa A. Rheinheimer brought up concerns about a price increase for ebooks sold to libraries by certain publishers. The board wanted to do something to demonstrate support for libraries and to let publishers know that the library community opposed their actions. They then began to develop a joint statement that state library associations could join in supporting.

(CONTINUED NEXT PAGE)
“We veered away from resolution language so that it could be a bit more flexible to use, and we chose not to include publishers’ names,” she added. “After reviewing what Montana and New Jersey had written at an earlier date, we developed the statement and forwarded it for review and input by Chapter Councilors.” The document was designed as a way to express the collective grassroots concerns on ebook pricing that libraries and their patrons across the country share. “There is strength in numbers,” Akers said.

Additional chapters wishing to add their voices may contact either Susan Akers at ILF or Don Wood at the ALA Chapter Relations Office.

For the full text of the Joint ALA Chapter Statement Regarding E-Content Pricing view the original article.

**Update from PNLA Representative**

*By Della Dubbe, Director*

*Helena College Library*

The PNLA Board met at the Dumas Bay Retreat in Washington November 16 – 17. Overall voting for the Young Readers Choice Awards has consistently diminished over the past five years and PNLA was considering dropping the program as some of the states and provinces now have their own awards. I shared the results from our Montana Young Readers Choice Award survey with the board. It was obvious from the survey that many Montana librarians value YRCA and encourage and enable their students to participate in this award program. The information from the survey helped make a positive decision regarding the continuance of the YRCA.

The decision was made to continue with the selection of award winners this year and then take a year to rethink and revamp the awards to make them more viable to students, i.e. online voting, better website, videos and streaming for promotion, review of selection process, etc. Many of your suggestions on the survey will be incorporated in the new YRCA. The board will be selecting a new director of the program as well.

Kelsey Keyes, Vice President, gave a report on the PNLA 2013 conference. “Cultivating Libraries: Rooted in the Community” will be held August 14 – 16 at the Riverside Inn in Boise, ID. There will be a call for conference proposals in December.

The board selected Helena as the location for the 2014 conference in Montana. As the Montana Representative, I was tasked with getting hotel pricing and preliminary contract information to be presented at the February PNLA board meeting. I will also be submitting nominations for a Montana vice president for 2014, so if you are interested, please let me know. Officer travel to attend board meetings is paid for by PNLA. 2015 conference will be in Washington and 2016 in Alberta.

PNLA is evaluating the fee structure for membership and conference. It has been proposed to have a $50 flat rate for individual membership and a $200 flat rate for institutional membership with no limitation on number of conference attendees sent per institution. This will be revisited at the February 8 – 9, 2013 board meeting.

The PNLA Leadership Institute will be holding a LEADS conference at Fort Worden State Park Conference Center in Port Townsend, Washington. Applications will be accepted in early spring. For more information, visit [PNLA](#).
A New Look for the Main Library in Kalispell
By April Szuch, Public Services Librarian
Flathead County Library System

On October 29, the Main Library in Kalispell reopened with a new look, focusing on comfortable and welcoming public spaces, efficient checkout and holds pickup, and continued excellent customer service. Features include a redesigned main floor with easy self-check stations, expanded seating areas with plenty of natural light, smaller service desks, lower shelves for easy browsing and more displays.

In the children’s area, colorfully painted walls provide a cheerful backdrop for early learning computers for young children, low child-friendly shelves, the storytime area, and experience zones and toys designed to encourage early literacy.

With library use up 40 percent in the past five years, and no increase in staff, the Flathead County Library System has made an effort to improve efficiency in areas such as checkout and materials processing, and allow staff more time for in-depth work with customers. This year all staff received additional training in helping customers by answering in-depth questions, recommending books and movies, and assisting with the latest technology. In addition, early literacy programs and materials for young children continue to be essential services at FCLS.

Despite the focus on self-checkout, library staff hours have not been cut. For customers who want to grab their holds or quickly check out a few books, the process is much faster with self-checkout. At the same time, staff are able to spend more time helping customers find the books and movies they want and answering account questions. Most customers are enthusiastic about the changes, especially the added comfortable seating, self-checkout and newly painted spaces.

The changes at the Main Library were made possible thanks to donations from the Flathead County Library Foundation and the Friends of the Flathead County Library. Painting in the children’s area was accomplished thanks to a group of more than 20 energetic volunteers with Prudential's Global Volunteer Day.

More photos may be found on the FCLS facebook page.
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. With the master CE list and the online tracking form, it's easy to participate.

Grants Available for the Montana Memory Project
If your library has unique local materials (yearbooks, histories, newspapers, etc.), now is a great time to add them to the Montana Memory Project’s digital collection. The State Library has five $1,500 MMP grants available to help make that happen. The application deadline is February 14 and projects selected to receive a grant will be added to the MMP by September. The MMP grant guidelines and application are posted at the MMP website.

The first step to contributing materials to the MMP is to complete a collection application. Grants can only be awarded for collections approved by the MMP Executive Committee.

If you haven’t visited the MMP website lately, you might want to check some of the newest additions, including the Sax & Fryer photos from the Park County area. The collection was added to the MMP by the Yellowstone Gateway Museum in Livingston.

Contact Sue Jackson sujackson@mt.gov if you have questions about contributing materials to the MMP or about applying for a grant.

The MMP grants are funded by the Library Services and Technology Act (LSTA) which is administered by the federal Institute of Museum and Library Services (IMLS) and the Montana State Library Commission.

SWIM Graduates
As reported earlier, 63 SWIM scholarship students have already graduated: 48 with MLS degrees and fifteen with School Library Media Endorsements. Now, the SWIM project will help ten more students from the SWIM region (including five from Montana) with small scholarships. The University of North Texas formed a second (2012) SWIM cohort with students from the 4-state area who started the university’s distance MLS program in August. These students will be the newest SWIM scholarship recipients.

Fundraising Calendar Project
By Lisa Mecklenberg-Jackson, Chair
Marketing and Public Relations Committee

Due to popular demand, your MLA Marketing and PR Committee is beginning work on another unique and eye-catching calendar as a fundraiser for MLA. This time, instead of featuring those attractive and daring Book Babes, we’re going to be going with a slightly more subtle approach highlighting … historic Montana libraries. Do you have photos of your old library (or even your current library if it’s in a historic building) that we could feature in the calendar? We’ll make room for all of them! Please send an e-mail to Lisa Mecklenberg Jackson at lisameckjack@gmail.com if you have a library we can feature in the calendar. We’ll need to get a high quality photo of the library and any historical detail possible. This could be a great way to feature some of Montana’s cool old libraries and raise money for the association as well. Please contact Lisa so we can get the ball rolling on this 2014 calendar.
Casting Your Library in a New Light
By Susan Matter, Elementary Librarian
American School of Warsaw

None of us can be available 24/7/365 to help our patrons. However, we can now extend our patron outreach with a little planning, time, and mastery of simple technology called screencasts. A screencast is the recording of a computer screen accompanied by narration that teaches a concept. Screencasting is a good technology for teaching tasks that can enhance patron use of the library, such as logging into the library system. Other examples include screencasts to provide patrons with a guide to specific library functions such downloading an ebook, placing a hold on a book, or conducting a subject search.

Screencasts lend themselves well to patron education because they are brief and targeted to known patron needs, and they help patrons to become independent information seekers. Other uses might include teaching patrons how to read a URL to determine the origin of a website or how to search a database. If you are in a school library you might have the classroom teacher show a screencast on how to log in to a database so that when the class comes to the library, there is more time for more specific instruction.

In short, the good news is screencasts are easy to create, and most of the tools you need are free.

To start, set up a library YouTube account. Next, you’ll need a microphone. Even though most computers feature a built-in microphone, you should test the quality of the audio. If your voice does not record clearly, use an external microphone; you want the audio to be clear so listeners can concentrate on content. Next, you’ll need to select a screen recorder. There are many available; I recommend either Jing (http://www.techsmith.com/) or Screencast-O-Matic (http://www.screencast-o-matic.com/). Both are free and easy to use. For iPads, I recommend Screenchomp (free) or Explain Everything ($2.99). Again, both are easy to master.

Before starting, determine what your audience needs to see and hear in order to learn the lesson you are presenting. Start with a simple screencast to learn the process. It is essential to create a storyboard so that you know what you want to say for each segment. Before sharing with the public, have selected patrons and colleagues critique the screencast.

A basic screencast consists of a simple narration. You show one picture or screenshot and discuss it. This type of screencast works well for a book review that shows only the cover of the book. Just take a picture of the book cover and use the screen recorder to import the picture and then record what you want to say about the book. If you are in a school library, this is a good way to get students involved since it is easy for them to do, and it teaches reading, writing, and technology skills. Furthermore, it provides an authentic audience for their work.

Although not a screencast, another possibility for teaching patrons is a live action video. You’ll need a digital camera, smart phone, or an iPad. Again, make sure that you can record good quality audio. Consider filming a library tour, showing children how to use an index in a print book, or demonstrating effective read-alouds to show parents how to read to their children. When finished, remember to get feedback from patrons and peers before you upload the screencast to YouTube.

Don’t forget to promote the screencasts. Put up signage, blog, tweet, or mention them in the library newsletter. In the end though, as much as screencasts can help patrons make better use of the library, there is no substitute for face-to-face interaction with your patrons.

[Ed. Note: Susan Matter is a Kalispell native currently living and working in Warsaw.]
Professional Development Grant Time Again
By Mary Drew Powers, Chair
Professional Development Committee

Reminding MLA members that it’s time to apply for a Professional Development Grant comes around four times a year these days, instead of twice a year as it used to.

That’s because MLA’s Board made a change last June so that applying for this type of grant would be more in line with when opportunities actually arise. The Professional Development Grant deadline coming up is January 1, with the last grant deadline for the 2013 fiscal year coming April 1.

See MLA’s [website](http://www.mla.org) for details on eligibility by clicking the link for “MLA Grant Information.” Please don’t hesitate to contact Mary Drew Powers, Professional Development Committee Chair, with questions or concerns. Contact information: mme.ref.lib@gmail.com.

Looking for a Few Good Members
By Mary Drew Powers, Chair
Professional Development Committee

Perhaps you have heard of the Professional Development Committee, that group of people who use your MLA dues to help members go to conferences. We’re looking for members to fill up our committee of nine. The committee at this time consists of two public librarians, two special/academic librarians, and one school librarian. We like to have representation from each division of MLA – public, school, and special/academic libraries, but the only real requirement is that you are an MLA member.

During the last year, the talented and hard-working individuals on this committee acquired two MLS degrees, bore two children, and sang and danced in a library commercial to name just a few accomplishments, all while working as librarians, and looking over applications for MLA members.

Being on the Professional Development Committee doesn’t take up much time. Discussions occur asynchronously via email, and the give and take is quick and efficient.

The benefits? One: they all know what the opportunities are for getting a grant for professional development. Two: they have an extra network of colleagues with whom they work for short amounts of time during the year, slowly building relationships in the small yet vital library community of Montana. Three, they’re contributing to their profession on behalf of all their colleagues, and this is noted and appreciated. Four, especially for new librarians, they’re gaining experience in being a part of a professional organization.

It’s a no-brainer: being on a committee for MLA is good. And starting out with the Professional Development Committee is easy (and it’s fun to give money away)! So, won’t you join us?
MLA Awards and Nominations
By Nancy Venable, Chair
Awards and Honors Committee

It’s time for the MLA Awards and Honors nominations! Think about the wonderful people who have made your library successful, your fantastic library itself, and send in nominations to recognize your staff, friends, legislator, school administrator, trustees, MLA interest group, and the library facility! Anyone can make a nomination! trustees! public libraries! academic libraries! law libraries! medical libraries! school libraries! volunteers! staff! It’s as easy as 1, 2, 3! The award categories are:

Honorary Life Membership
Interest Group Excellence
Librarian of the Year
Library of the Year
Media Award
School Administrator of the Year
Special Friend to Libraries
Trustee of the Year
Legislator of the Year
Library School Program
Outstanding Staff Support

Read through each of the categories below (also accessible at the Committee website), determine the categories you need, follow guidelines, and send complete paperwork by January 21, 2013 to venablen@havre.k12.mt.us, OR nv@bresnan.net OR Nancy Venable, Chair, 527 3rd Street, Havre, MT 59501.

Please note the form of nominations:
“Each nomination must consist of three letters of support; one from the nominator and two from other supporters of the nomination. No more than three letters of support will be considered by the committee. In addition, those nominating a work for the Media Award must provide the committee with a copy of the nominated work. All nominations will be confidential until the recommendations of the committee have been approved by the Board of Directors and the recipients notified.”

Honorary Life Membership
Honorary life membership may be conferred upon an individual who either has made an outstanding contribution to librarianship or who has rendered outstanding service to library interests. To be eligible for honorary life membership, an individual shall have made a contribution of lasting importance to the field of librarianship. The contribution must be outstanding enough so there can be no question of his/her suitability. Only living persons may be considered for honorary life membership.

Library of the Year Award
The award is conferred upon any type of Montana library, library system, or library network for distinguished achievement in service. The staff, library board of administering body, and the community or people served shall all be involved in the work for which recognition is sought. The award shall be based upon, but not limited to, activities or accomplishments such as the following:

a. User services
b. Development of innovative partnerships through networks, systems, cooperative planning and programming
c. Sound collection development policies
d. Offering opportunities for professional growth and job satisfaction for all employees
e. Improvement of physical facilities resulting in better services
Trustee of the Year Award
The award is conferred upon a Montana public library trustee in recognition of outstanding achievement and leadership. Nominations may be made by any library board, individual library, librarian, trustee, MLA member, or the Montana State Library Commission. Equal consideration shall be given to trustees of small and large libraries. The award shall be based upon, but not limited to, activities or accomplishments such as the following:
  a. Service to the local library and participation in state and national activities.
  b. Constructive accomplishments in promoting library service shall be considered rather than the length of service as a trustee.
  c. Interest in and contribution to the development of library services beyond those of the local community.
  d. Achievements of nominees are judged according to criteria found in the Montana Public Library Trustee Manual.

School Administrator of the Year Award
The award is conferred upon a Montana school administrator in recognition of outstanding achievement and leadership in the development and promotion of school libraries. Nominations for this award should come from the librarian currently employed by the school district of the nominee. The award shall be based upon, but not limited to, activities or accomplishments such as the following:
  a. Constructive accomplishment toward the advancement of library service to the students and teachers of the school.
  b. Development of sound school library policies.
  c. Creative and effective work in interpreting the library to the school board, school administration, teaching staff, students, and community.
  d. Fostering cooperative relations with other libraries in the area.
  e. Implementation of programs to address special needs or problems.
  f. Defense of intellectual freedom.
  g. Promoting and supporting the employment of professional librarians in schools.

Special Friend to Libraries Award
The purpose of the award is to recognize individuals or groups who are not members of the Montana Library Association and who have rendered outstanding service in support of library interests within Montana. The award is conferred simply as a reward for a job well done. Nominations are accepted only from members of the Montana Library Association. The award need not be based solely on service rendered during the previous year, but may be based on cumulative years of service.

Interest Group Excellence Award
The award is conferred upon an individual member of an MLA interest group, or upon an interest group as a whole, for meritorious service on behalf of Montana libraries and/or librarians. The award shall be based upon, but not limited to, activities or accomplishments such as the following:
  a. Comprehensive projects which benefit the larger library community.
  b. Exemplary programs or outstanding services which are not available through other channels.
  c. Extraordinary assistance to other libraries and/or librarians in Montana.

Media Award
The award is conferred to honor a production for broadcast or a work for publication which best underscores the value of libraries to community and society. This includes works prepared for television, radio, cable, film and/or print media. News articles/programs and documentaries also qualify. The broadcast or publication of the nominated work should be within the two year preceding the annual conference at which the award is to be made. A copy of the nominated work must be submitted to the Awards and Honors Committee for review.

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Outstanding Support Staff of the Year
This award is conferred upon a Montana library Support Staff employee in recognition of outstanding service to the library profession and excellence in job performance. The Support Staff worker must be currently employed in a Montana library. The award shall be based upon, but not limited to, activities or accomplishments such as the following:
• Provision of high quality library services
• Contribution to any area of service benefitting library users
• Commitment to promoting library service and free access to information for all
• Leadership in strengthening the image of library staff
• Leadership in fostering communication between library workers
• Active service in library activities at the local, state, regional, or national level

School Library Program of the Year Award
(Please go to the website at the beginning of the article to download Application - 2013)

This award is conferred upon a distinguished Montana Teacher-Librarian and the school library program in which they serve. This award recognizes the outstanding achievement of the teacher-librarian in fully integrating the school library program with curricular goals. A cash award of $500.00 will be provided by Follett Library Resources to be used for library development. The award shall be based on, but not limited to, activities or accomplishments such as the following:
• Emphasis of the school library program’s role in the instructional process through professionalism, collaboration, and design of library resources that are in support of curricular goals
• Leadership in information literacy instruction through a variety of models for students, staff, and other community members
• Administration of information management systems that support student learning and school and district programs
• Establishment of a powerful, relevant, and ubiquitous culture of reading in the school community

New Changes at the Thompson-Hickman Madison County Library
By Jack Albrecht, Assistant Librarian
Virginia City Library

Autumn greetings from the Thompson-Hickman Madison County Library (aka, The Virginia City Library)! The change of seasons has been accompanied by changes of staff at our library.

Joanne Erdall-Van De Riet – Library Director (left)
Joanne has worked at the Thompson-Hickman County Library since 1981. A Virginia City resident, Joanne cherishes her work and strives to fulfill her patrons’ library experience. She loves providing books, movies, other services and a local gathering place for her community.

Jack Albrecht – Assistant Librarian (right)
Jack got his Masters Degree in Library Science from the University of Arizona, Tucson. He managed branches with San Diego Public Library for fifteen years, deciding to return to the Rockies in 2010 by moving to his vacation home in Whitefish. In Whitefish, he worked for two years for Montana Coffee Traders, where he learned to appreciate the value of a great cup o’ Joe! He fell in love with Virginia City when he was introduced to it by friends over two years ago. He’s thrilled for the opportunity to be working back in his chosen field again, especially so since this position places him in beautiful, historic Virginia City.

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Christina Koch – Library Clerk
Christina has worked at the Thompson-Hickman County Library as a temporary clerk since 2010 and is very happy that her position is now permanent. She has a degree in Early Childhood Education and loves working with the Alder School children and doing the Summer Reading Program and the new Books and Babies program! She is also an avid reader and a Virginia City resident, so working at her local library is her ideal job.

This cool book bag (below, left) sells for $5 and benefits the proposed library expansion project (below, right).