

MD School Copyright Policy Is Cautionary Tale

In February, Prince George's County, MD, Board of Education made waves when it proposed a draft copyright policy that, if implemented, could grant the district sweeping copyrights to all works produced by staff as well as students—including lesson plans, digital apps, and other original, creative works. Although the policy is currently on hold and under legal review, according to a district spokesman, the proposal reignited widespread debate about the fairness of copyright guidelines in the K–12 arena, guidelines that have never been quite as delineated as those in academia.

Some of the most vocal opponents to the draft policy have zeroed in on how it would apply to student works, which, they argue, is likely unlawful. Yet what about works created by teachers and other school staffers, like librarians? How would such a policy apply to them? Do classroom materials, digital apps, and other original works produced by teachers and librarians—even on their own time and using their own computers at

home—automatically belong to the district under current copyright law's "work-for-hire" provision?

Hotline caught up with Carrie Russell, the American Library Association's copyright expert, to talk about the implications that these types of districtwide copyright policies raise, the lawfulness of such policies, and a variety of ways that teachers and librarians seeking to join the conversation can help preserve the rights of content creators in their own district.

Russell's first impressions of the draft policy when it was announced? "Well, I thought it was lame," she told *Hotline*. "I thought, 'What are they thinking?' Because it's only going to get people all worked up! I thought, 'It probably won't happen—how are they going to market this work?' It seems crazy."

Just as Russell anticipated, the school board met with much opposition from parents, teachers, and other school staffers—and has not yet proceeded with implementation of the policy.

"We apologize for any confusion that may have been caused by a recent article...regarding a 'draft' copyright policy that we are currently

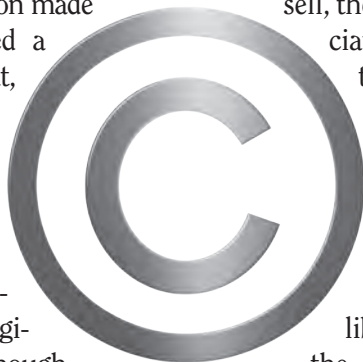
developing in preparation for our implementation of the new Common Core Standards," Briant K. Coleman, spokesperson for the Prince George's County Public Schools, told *Hotline*. "The article does not accurately portray the intent of the 'draft' policy. Please know that we would never try to impede the creativity of our students, teachers, and employees. In fact, we encourage it. The policy is currently on hold and under legal review until further notice."

OverDrive Debuts New Library Datasets

OverDrive is in the initial stage of rolling out more robust data and reporting tools that company officials say will allow libraries to improve their services.

In addition to the data already available, such as holds, titles, circulation, and traffic, the new datasets will have an increased focus on web traffic intelligence, such as time spent searching, browsing, and socializing about ebooks and other media.

"Our library partners can soon begin to analyze real-time information about reader habits and preferences, without any personally identifiable information," said Steve Potash, Over-



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Postmark deadline: April 6, 2013

Interview

Deven Black

Hotline talks to New York City middle school teacher-turned-librarian on his new profession.

How did you become a librarian?

Very suddenly, two years ago. My principal [Harry Sherman] chose the position for me [because] I was failing as a classroom teacher at least half the time, but he thought I had a lot to offer the school and didn't want to lose me. The library was in total disarray.

How did you learn on the job?

I went onto Twitter and got advice, recommendations of priorities, names of suppliers, and lots more useful information within an hour. Two days later I attended my first library professional development session; two weeks later I started classes in the MLS program at Queens College. Within a few days I had a plan of how to reinvigorate the library.

How is being a librarian different from being a teacher?

Students like me a lot more as I don't give assignments, homework, or grades. I listen to them blow off steam about their teachers, knowing that I will keep their confidences. I get to know more kids than the classroom teachers, though I don't always get to know them as well. Even so, I have my regulars, and we get to know each other pretty well. I am very open to their questions about my life and, as a result, they're open to my questions about theirs. Of course, the best thing is that I don't assign reading, I'm the one who tries to keep the joy of it alive or establish that joy where there is none.

Drive CEO. Potash said the enhanced data will enable better collection development, community outreach, staff training, and other services.

"This data will empower our partners to maximize [return on investment] on their digital services and understand how best to serve their community," Potash said. "Every dollar

of the library or school budget should be able to be tracked, and all services must demonstrate clear value."

Amy Pawlowski, the web applications manager for the Cleveland Public Library, hasn't seen the new data yet, but she sits on the OverDrive advisory board and has discussed OverDrive's plans with Potash. Pawlowski said that she was told that all reporting features tied to OverDrive's next-generation user interface will be up no later than a few months from now, and she was confident that OverDrive will respond to what libraries need. "OverDrive is basically asking libraries what they would like OverDrive to focus on moving forward," Pawlowski said. "I'm positive they'll come back and ask what we are interested in finding out, and that's the thing with big data: you have to define on the front end what you are looking for."

Pawlowski said that she has Google Analytics also set up on the library's OverDrive site. "OverDrive is fully supportive of libraries wishing to do this, which is in addition to the data tools they are providing and plan to provide in the future. It's not an either or situation," Pawlowski said.

Potash said the company has developed its practices to conform with whatever privacy policies its customers have. As far as ownership of the data and third-party access to it, he said, "Libraries are provided with access to their own data transactions. For purposes of library advocacy, we have been providing to select publishers aggregated data about their title sales and demand from the OverDrive school and library network."

Sequester Forces Tech Cutbacks at GPO, IMLS

Davita Vance-Cooks, the acting public printer for the U.S. Government Printing Office (GPO), testified before the House Subcommittee on Legisla-

PUBLISHED WEEKLY BY
Library Journal & School Library Journal

VP, Group Publisher Ian Singer

Editor-in-Chief Michael Kelley

Editor Meredith Schwartz

Contributing Editors

Kate DiGirolomo, Matt Enis,
Carolyn Foote, Bette-Lee Fox,
Josh Hadro, Karyn Peterson

Art Production Josephine Marc-Anthony

Creative Director Mark Tuchman

TO CONTACT HOTLINE:

Editorial

Phone: (646) 380-0700

Fax: (646) 380-0756/0757

E-mail: LJHotline@mediasourceinc.com

160 Varick Street, 11th floor
New York, NY 10013

Advertising

Roy Futterman or your LJ rep

Phone: (646) 380-0718

rfutterman@mediasourceinc.com

Classified

Howard Katz, Classified Manager

Phone: (646) 380-0730

Production

JoAnn Powell, Production Manager

Phone: (646) 380-0741

Subscriptions

Phone: 800-588-1030

www.libraryhotline.com/sub

Outside U.S.

Phone: 515-247-2984

LIBRARY HOTLINE (ISSN 0740-736X) (RPUSA 123397467) is published weekly (every Monday except on the two Mondays nearest to the year-end holidays) by Library Journals, LLC, 160 Varick Street, 11th floor, New York, NY 10013. Randy Asmo, Chief Executive Officer; Ian Singer, VP, Group Publisher. Library Hotline is a registered trademark of Library Journals, LLC. All rights reserved. Printed in the USA. SUBSCRIPTION: \$119.99 per year, Canada \$159.99, Other (incl Air) \$159.99, Single Copy (U.S.) \$5.95, and Single Copy (all other) \$10.00. POSTMASTER: Please send change of address to: Library Hotline, PO Box 5881, Harlan, IA 51593-1381 Telephone 800-588-1030. Outside U.S. 1-515-247-2984.

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tive Branch Appropriations regarding the impact that the federal budget sequester will have on the agency.

The GPO will have its appropriations budget cut by 5.3 percent, or approximately \$6.7 million, according to an agency announcement. In addition, the GPO is expecting that the sequester will force other federal agencies to cut back on ordering printing and information services from the GPO, which would also lower the agency's revenue. To offset these reductions, the GPO will have to freeze hiring, overtime, performance awards, outside training, administrative travel, and nonessen-

tial maintenance and repairs and cut back on other investments, delaying the development of digital products, technology upgrades, and other projects aimed at improving public access to government information.

Separately, representatives from the Institute of Museum and Library Services (IMLS) told *Hotline* that the sequester may cut their funding by an estimated five percent.

"If it remains at the planning level of a five percent cut, our bottom line will be \$221.7 million," Giuliana Bullard, public affairs specialist for IMLS, wrote in an email. This would be an \$11.6 million decrease

from the agency's current budget of \$233.3 million.

Congressional leaders have been unable to come to a compromise that would avert the automatic budget sequestration, which will reduce federal spending from 2013 to 2021 by \$1.2 trillion. This year, cuts would include \$42.7 billion in the defense budget and almost \$28.7 billion in domestic discretionary spending, including cuts of \$1.6 billion to the National Institutes of Health, \$406 million to Head Start, \$840 million to special education programs, \$388 million to the National Science Foundation, and \$31 million to the Library of Congress, according to an analysis by the *Washington Post*.

Replace Your Opac Terminals for \$35

In what must certainly rank as one of the least expensive plans ever proposed to replace a library's aging online public access catalog (OPAC) terminals, White Plains Public Library (WPPL), NY, will soon roll out terminals built in-house using \$49 APC or \$35 Raspberry Pi computers.

Currently, the library's OPAC terminals are ten-year-old Gateway-brand PCs, with Windows XP running Google Chrome in kiosk mode. This is the only application these computers are used for, so performance and speed have not been a problem, said information technology manager John Lolis.

Still, as part of a major renovation beginning in 2013, a designer had suggested that the library replace these desktop units with all-in-one computers.

"We may have gotten away with \$500, at the low end, per computer," Lolis said. "They would have looked slick and served the purpose quite well. But they were pricey, and it was overkill for what [an OPAC terminal] actually has to do—which is just to run a browser."

NYPL Launches National Poetry Contest on Twitter

This month, denizens of the Twitterverse had the opportunity to test their poetic chops by entering a new poetry contest designed by the New York Public Library (NYPL).

As part of the library's efforts to raise awareness about poetry, leading up to National Poetry Month in April, NYPL encouraged aspiring poets to "follow @NYPL on Twitter and submit three poetic Tweets in English as public posts on your Twitter stream between March 1 and 10."



Each set of three poems were to constitute a single entry. To qualify, all three needed to contain the @NYPL Twitter handle, and at least

one of the tweets had to reference libraries, books, reading, or New York City. Participants could submit one three-poem entry per day; all poems had to be original, unpublished, and not have won any prior awards.

Ten winners will be selected by a panel of judges, based on originality, creativity, and artistic quality. Each winner will receive a set of poetry books, including Anne Carson's *Red Doc* (Knopf, Mar.), John Ashbery's *Quick Question: New Poems* (Ecco: HarperCollins), Jorie Graham's *Place: New Poems* (Ecco: HarperCollins), Kimiko Hahn's *The Narrow Road to the Interior* (Norton), and *The Collected Poems of Lucille Clifton 1965–2010* (BOA Editions).

Their work will also receive significant exposure. Each day in April, NYPL will highlight one of the 30 winning poems on its social media channels, reaching more than one million library fans and followers. And winners could potentially be selected for inclusion in an upcoming special edition NYPL poetry ebook.

Writers and poets interested in participating were required to register first, so that NYPL had their twitter handle and contact information available. Requiring participants to include the @NYPL handle in each submission enabled NYPL's Meltwater Buzz social media monitoring software to capture entries and match them to the list of registrants. The panel of judges will select the winners by March 18.

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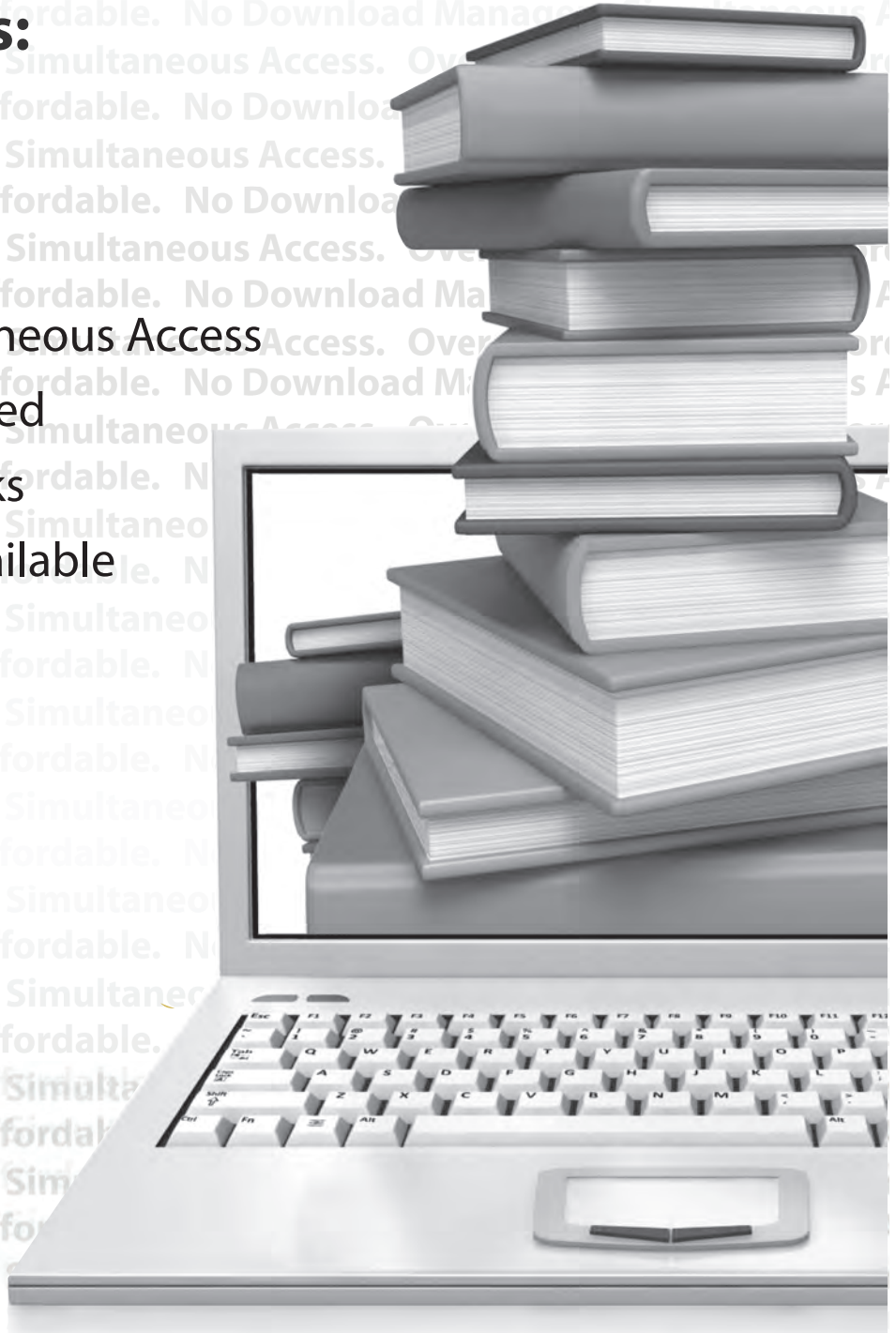
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People

Kim McNeil Capers, a Youth Counselor at Queens Library for Teens, Far Rockaway, NY, was presented with a 2013 PASEsetter Award by the Partnership for After School Education.

Elmer Eusman was appointed Chief of the Library of Congress's (LC) Conservation Division. He has been with LC for 12 years as the Special Assistant to the Director for Preservation.

Jane M. Hutton received the Routledge Distance Learning Librarianship Conference Sponsorship Award for 2013. She is currently the Electronic Resources/Reference Librarian and Assistant Professor at West Chester University, PA.

Liz Lynch was named Director of the Lake Agassiz Regional Library, MN, following the retirement of **Kathy Fredette**. Lynch has been with the library since 2001 as the Moorhead Hub Supervisor.

Terrence J. McDonald was named the sixth Director of the University of Michigan's (UM) Bentley Historical Library, Ann Arbor, effective in September. He is currently the Dean of UM's College of Literature, Science, and the Arts.

Andrew Medlar was appointed Assistant Commissioner for Collections for the Chicago Public Library. He previously was the library's Youth Materials Specialist in Children and Young Adult Services.

Suzanne Thorin announced her retirement as Dean of Libraries at Syracuse University, NY, effective June 30. She has been with the university for eight years.

The 2013 Association of College and Research Libraries Distinguished Education and Behavioral Sciences Librarian Award was given to **Judith A. Walker**, an Education/Psychology Librarian and Professor at the University of North Carolina, Charlotte.

Worldcat Local, ProQuest's Summon, and the full text of ProQuest Central and ebrary ebooks, enriching discoverability for users of each of these services.

"This collaboration improves the user experience by streamlining the research process and improving search comprehensiveness," Kurt Sanford, ProQuest CEO, said in an announcement. "The information world becomes more complex every day, and we feel that user innovations will require cooperation among library service providers."

Once the data exchange is completed, libraries that subscribe to WorldCat Local and also subscribe to ProQuest Central or own any ebrary content will be able to discover ProQuest records and access the associated articles or ebooks through the WorldCat Local interface. ProQuest Central includes 27 full-text versions of ProQuest's most highly used databases, covering 160 multidisciplinary subjects.

"OCLC member libraries will have deeper access to their ProQuest services through WorldCat Local, and those [that] select Summon will enjoy direct access to WorldCat and OCLC Resource Sharing," OCLC president and CEO Jay Jordan said in the announcement. "Both discovery and delivery for library users will be markedly enhanced."

Gale Cengage Strikes Smithsonian Deal

On February 28, Gale Cengage announced a licensing agreement with the Smithsonian Institution to distribute Smithsonian assets into the library and academic space. Though it developed out of a public Request for Proposal (RFP) issued by the Smithsonian to digitize its *Smithsonian Magazine* and *Air and Space* magazine resources, it has grown into something much more ambitious in scope.

Frank Menchaca, executive vice president, research solutions for Cen-

In Memoriam

Lori Holzworth Acton, former Director of the Laurel County Public Library, KY, passed away on January 28.

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So, last fall Lolis's colleague Ryan Jackson wrote to APC, inquiring about an evaluation unit. The company sent WPPL one of the tiny Android-based computers in exchange for feedback on performance and usage.

Lolis then set up the prototype unit with a reused keyboard, monitor, and mouse. The prototype has been accessible to the public since the end of November in a prominent spot near the reference desk, and Lolis said it has "absolutely" proven up to the task.

Some issues will need to be considered before the units are placed elsewhere in the library, such as security precautions for the small computers. As part of the renovation, the units will most likely be installed out of sight and equipped with new mon-

itors, keyboards, and mice.

Once one unit is set up and functional, the devices are easy to replicate and maintain, which makes them appealing from a systems administration point of view, Lolis said.

Lolis emphasized that in the current incarnation, he wouldn't be inclined to use these inexpensive computers for building a more full-featured public kiosk where patrons could do things like check email or browse the web beyond the library's catalog.

OCLC, ProQuest Collaborate on Discovery

ProQuest and OCLC announced the launch of an exchange program that will share metadata across OCLC's

gage Learning, told *Hotline*, “We’re targeting upward of four or more [releases] a year,” beginning with the magazines this May. Cengage plans to start announcing the collections in the fall.

Gale intends to enhance and expand the platform it originally created for 19th Century Online to host the Smithsonian collections, which will be cross-searchable, much as Gale handles its existing National Geographic collections. “We use our editorial capacity to knit together individual collections into something much larger that really constitutes a research environment,” explained Menchaca. “This takes what’s behind the glass cases and brings them out and puts them in the pathway of students and faculty worldwide.”

COLLECTION SPECIFICS

The collections will be tied into the Smithsonian’s Grand Challenges: Unlocking the Mysteries of the Universe, Understanding and Sustaining a Biodiverse Planet, Valuing World Cultures, and Understanding the American Experience.

Menchaca said it is too early to say how the collections will be priced but that both a purchase and a subscription model will be offered.

Gale will return copies of the digital images and metadata to Smithsonian, according to Menchaca, and is planning to make the metadata available on the Digital Public Library of America. Menchaca said the Smithsonian is also planning to continue its own digitization efforts.

Smithsonian spokesperson Linda St. Thomas told *Hotline* that the Gale-digitized material would be made available to the public on the Smithsonian website as are the rest of the Smithsonian’s collections, under the institution’s pioneering terms of service, which allow noncommercial use of its content, just not with the additional tools, platform, and cross-referencing that Gale is providing.

“We’re really happy to do it, because we haven’t been able to offer anything like this to libraries and universities, and that’s really a key audience for the Smithsonian,” St. Thomas continued.

Ultimately, the Smithsonian and Gale hope to digitize some 14 million items, or about ten percent of the institution’s 137 million-object collec-

tion. Still, says St. Thomas, “It will be a long, slow process.”

Texas “Save Our Schools” Rally Draws Thousands

An estimated 6,000–10,000 educators, parents, and students converged on the Texas State Capitol in Aus-

Branching Out



The **Lavenia McCoy Public Library** (pictured), Bayfield, CO, which originally opened in 1934, has grown once again with the completion of its latest expansion and renovation project. With an additional 4,000 square feet, the now 12,000 square foot library encompasses more space for its Dewey-less collections, extra meeting rooms, and an indoor-outdoor garden, according to the *Durango Herald*. As noted in the *Pine RiverTimes*, there is also a new community room, a story time space, plans for a future media lab, and quiet seating enhanced by an indoor-outdoor fireplace. A keystone of the \$1.3 million project is the replacement of the larger checkout and information desk with “smaller [service] pods to allow library employees to be more on the floor,” library programming coordinator Karen Lemke told the *Times*. Along with the current renovation, the library has plans for more outdoor work with a proposed geodesic dome solar greenhouse, a straw-bale toolshed to

house a tool-lending library, and an outdoor classroom.

The 13,000 square foot, two-story **Vail Public Library**, CO, is finally finished with its renovation and its March 8 grand reopening. The original 1983 structure was slated for upgrades for years when a 2011 flood pushed the necessity for an all-out rehab to the top of the priority list. The

\$1.2 million effort, undertaken by Pam Hopkins of Snowdon and Hopkins Architects, features an enclosed stairway and elevator, new lighting fixtures, and ivory-colored book stacks with white oak end panels. There is also a new tech center, multipurpose service desk, and a redesigned community room.

Middleburg Library, VA, part of Loudoun County Public Library, broke ground on February 21 for a much-needed expansion. The 2,100 square foot 1990 library will double in size to 4,300 square feet, while maintaining its dubious distinction as the smallest library in Loudoun County. Construction will be handled by Sully Construction under the guidance of Middleburg architects Bill Turnure and Tim Clites and will cost \$775,000 of privately raised funds. The plan includes a dedicated children’s space, an adult book room, a study space, a teen area, and a large meeting room, with an expected completion in fall 2013.

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Photo by Jerry McBride, Durango Herald

tin on Saturday, February 23, for the second annual “Save Our Schools” march and rally.

Two years ago, Texas schools were shorted \$5.4 billion by the legislature, and the organization is urging that those cuts be restored. Speakers also referenced other issues the state faces, such as pending bills on school vouchers and school choice, reducing the state’s “4×4” curriculum (four math and four science courses in high school), lessening the number of tests given, and the issue of equitable school finance—which a Texas court recently struck down as unconstitutional.

Educators (both teachers and librarians) were in attendance from key districts statewide, including some

from the Hutto Independent School District, whose librarians were cut during the 2011–12 budget reductions, and from the Austin Independent School District, whose board in December voted to dissolve its contract with charter school operator IDEA—just a month after it began—after a community outcry.

Those who addressed the crowd included two school superintendents, State Senator Kirk Watson, ministers, education activist Diane Ravitch, and former Texas Education Agency director Robert Scott, who resigned from his post last spring in part owing to the overemphasis in Texas on testing.



Perrin-Whitt superintendent John Kuhn encouraged the audience to register their children to bring to the legislature’s attention the number of youngsters waiting for adequate school funding, while Lufkin superintendent Mary Ann Whiteker talked about having all banners and signs referring to test results banned from her district’s buildings.

Ravitch spoke to the value of all school personnel, including librarians and counselors who help balance the socioeconomic inequities that many students face.

“The Save Texas Schools rallies are important because they show that many people care passionately about education issues and are willing to show up and be counted,” Sara Stevenson, librarian at O’Henry Middle School in Austin, told *Hotline*.

“It’s especially important for librarians to attend because we are first in the firing line for budget cuts,” she said. “It’s important for us to stand up, not only for our career but for our teachers and students who depend on us.”

Bonnie Hauser, librarian at Akins High School in Austin, agreed. She attended the rally not only because her local elementary and high school have been affected by the charter school controversy in Austin but because “high-stakes testing has gotten out of control, and we all have to stand together to bring sensibility back to education,” she told *Hotline*.

News in Brief

Publishers **GSE Research** and **Greenleaf Publishing** launched the **Sustainable Organization Library**, an online collection of almost 400 works that specialize in fields related to sustainability and corporate responsibility.

The **Indiana University–Purdue University Indianapolis University Library** began a recycling program for small electronics to promote sustainability. It has teamed up with **RecycleForce**, a nonprofit, which will recycle the collected items.

Architecture firm **Meyer Scherer & Rockcastle Ltd. (MS&R)**, Minneapolis, was given an Honor Award for interior architecture from the American Institute of Architects (AIA) for converting a Wal-Mart into what is now the McAllen Library, TX. The award will be presented at the AIA convention in June.

The **Association for Library Service to Children**, a division of the American Library Association, announced **Cynthia K. Richey** as the recipient of its 2013 Distinguished

Service Award, which acknowledges contributions made to children’s library services.

Oxfam, an international charitable organization, donated its records to the University of Oxford’s **Bodleian Libraries**, England. The library will catalog the archive with a grant from **Wellcome Trust**, another global charity.

Columbia University Libraries, New York, received a grant from the Council on Library and Information Resources to further its project “Documenting Advocacy: Human Rights Collections in the Center for Human Rights Documentation & Research.” The project seeks to process three collections: the archives of the Lawyers’ Committee for Civil Rights Under Law Southern Africa Project, Physicians for Human Rights, and Human Rights First.


The **School of Library and Information Science** at the University of North Carolina, Chapel Hill, became an affiliate of the **Open Planets Foundation**, which seeks to fix challenges to digital preservation.

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Granting Wishes

You remember the scene, in living Technicolor: Dorothy and friends return triumphant to Oz, bearing the Wicked Witch's broom, awaiting their reward from the great and powerful Wizard. One wish apiece –

brains, a heart, courage, home. Only after little Toto pulls back the velvet curtain, exposing the Wizard of Oz as nothing more than a man from Kansas, does he get to work granting their wishes.

In the real world, when we are confronted by the wishes of the public, the initial reaction may be to take refuge behind a curtain of our own devising. But delivering on the promise of value doesn't have to be time consuming or costly. After all, the Tin Man was satisfied with a heart-shaped clock. It's all about delivering what one values.

The challenge is to understand what is valued. Often it is as simple as listening.

A few years ago, Laura Bruzas put together an event at her library in celebration of Earth Day, featuring a local scientist as guest speaker. The event was a wild success and garnered a wave of enthusiasm from the community as a whole. Laura took note of this enthusiasm, and filed it away with the lack of recycling options and the sheer numbers of eco-conscious community members. So she did what many might do, given the opportunity: she arranged and set up a recycling center at her library. The recycling center included bins for the basic paper, plastic, and glass, as well as receptacles for hard to recycle items like eyeglasses and batteries. She partnered with organizations such as the Lions Club and Police Department. Eager volunteers sprung out of the woodwork to coordinate the widely-used recycling station with little to no involvement from the library itself. Out of a single Earth Day event, Laura turned a spark of enthusiasm into a successful, ongoing program for under \$100.

Pull back the curtain. Gauge the wishes of your community and transform them into viable, successful options for your library. Work your librarian magic and click your heels thrice; in no time at all you'll have patrons saying, "There's no place like the library."

—Nancy

Nancy Dowd is product lead for LibraryAware and co-author of the book, Bite-Sized Marketing, Realistic Solutions for Overworked Librarians. Find more information about LibraryAware at www.libraryaware.com.

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