

Pioneer Launches New Vending Library

The Pioneer Library System (PLS), Norman, OK, this week became the first library in the United States to debut Envisionware’s new 24-Hour Library. Officials plan to use two new vending units to offer 24-hour pickup for reserve materials at a small new branch near a busy shopping area and to enhance access to materials in another location near a community center and a middle school.

The vending libraries help PLS resolve a need that it had been working to address since 2008, when a referendum to build new branches on the east and west sides of Norman failed by a very narrow margin, explained PLS assistant director and 2008 *Library Journal* Mover & Shaker Lisa Wells. Shortly afterward, the economy tanked, and it has been difficult to build momentum for a new referendum ever since.

“Citizens have just been, I would say, patient for a while,” she said.

After the unfortunate liquidation of Borders in 2011, PLS began focusing on the issue by purchasing the company’s vacated store on the west side of Norman to house administrative offices and a small 6,700 square foot

branch, which opened on November 1. Recently, a city council member suggested that PLS lease space for a new branch in a strip mall location on the city’s east side, but it “wasn’t a location that the library system felt met our expectations for where and how we wanted to deliver service,” Wells said.

Instead, when Wells had a chance to see Envisionware’s 24-Hour Library at a recent COSUGI conference, “We very quickly realized that it was a direction [in which] we wanted to go,” she said.

On the west side, the new vending unit will help free up space within the new branch. For now, it will be used exclusively to help manage reserves.

“The branch library was so small that we didn’t want to take up floor space for reserve items,” Wells explained. “Because it is across the street from the mall, it’s in an area that has lots of restaurants and a couple of hotels. It’s a high foot traffic area. We are also moving our [DVD, CD, and video game vending] MediaBank out there, which is very similar to a RedBox.”

PLS does not currently have a bookmobile program but considered a 24-hour vending unit a better way to enhance service on Norman’s east side, in an area where a market segmentation had revealed a high pene-

Interview

Oliver Gadsby

The CEO of Rowman & Littlefield International, Oliver Gadsby (pictured) explains how the new publishing house hopes to bring more speed and interaction to academic publishing.



How is Rowman & Littlefield International’s publishing workflow different?

On the technology side, we decided from the start we wanted to use an all-digital, XML workflow. Creating content digital means you can output it quickly as an ebook and in print as well.

How are you looking to engage readers and scholars?

We’ve got some good partnerships already with research centers like City University of Hong Kong and the National University of Ireland, where new series are being created, including one on new forms of radical politics, from Tahrir Square to Wikileaks.

Talk about the role peer review plays in the works you’re publishing.

Every proposal goes out to the academic community, and we seek a range of voices for comment on the proposal. That can be a very useful steer for our authors.

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LibraryAware Community Award

The LibraryAware Community Award emphasizes the library’s engagement with the community and will recognize a library or library system that has demonstrated its ability to make its community “aware” of what the library can do for it—and has delivered on that promise. The award will be given by *Library Journal* and funded by LibraryAware, a product of EBSCO Publishing’s NovelList Division.

Postmark deadline: **January 13, 2014**

tration of library cardholders, as well as high library circulation, with no nearby branch. There, the unit was installed adjacent to a middle school and a city recreation center.

BALANCED COLLECTION

Once integrated with the library system's ILS via SIP2 or NCIP, the \$200,000 units are treated as a new branch offering 400 books, audio-books, DVDs, and other media for checkout and storing up to 1,000 returned items in a 14-bin sorter.

With the east side unit, "We plan to have what we would consider a really balanced collection—a variety of formats, a variety of reading levels and age groups," Wells said. Although teen and young adult materials are expected to be especially popular, thanks to the proximity to the middle school, "We plan to have adult, teen, and children's print as well as nonprint [titles]. We are also using the machine as a pickup location, so we will keep some slots available for people who put books on hold and come to the machine to pick up."

The browsing collection will fluctuate based on how many people use the machine to pick up reserved materials and how popular titles prove to be.

"We'll use the resources that we have to evaluate [whether] that collection is turning over at the rate that we want it to, and very quickly we will remove things that aren't checking out, because it's prime real estate," Wells said. "There's a limited number of items that we can have there, and our expectation is to have a collection there that is turning over often."

Simplifying checkout and returns, the system can read library card barcodes and detect RFID tags. It also offers nearby users a Wi-Fi access point and enables patrons to pay fees or fines with a credit card. The 24-Hour Library and its contents are protected by a remotely accessible four-camera security system with a 30-day DVR recorder and a door/system alarm. To reserve materials, patrons can search the library's catalog on a 17" industrial display with a kiosk keyboard and mouse, or learn more about library programs via a 32" industrial touch screen. Wells already anticipates using the touch screen to highlight events at other branches, or events that PLS is now planning to host at the nearby recreation center.

"We'll be able to bring some programming to that recreation center that we feel will also benefit library users in that area. So, we'll do some story times, some summer reading programs at the rec center there that is just adjacent to the 24-Hour Library," she said.

Although PLS was the first to launch the new Envisionware library with a ribbon cutting at the east side location on October 29, three other systems are following close behind. Fresno County Public Library, CA; Milwaukee Public Library; and San Diego County Library soon will be going live with Envisionware 24-Hour Libraries as well.

"All of these libraries...have patrons who need services at different hours, patrons who work late, and they're trying to find a way to deliver services closer to patrons," said Envisionware CEO Mike Monk.

LIBRARY REFERENDA

If you had/are having a referenda for capital improvements and/or operating funds between December 1, 2012 and November 30, 2013, tell us how it turned out at www.libraryjournal.com/referenda.

The results will be included in *Library Journal's* feature in April 15, 2014.

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Utah School Librarians Push for Changes

Shelly Ripplinger watched last year as her job disappeared in Utah's Ogden School District—she was fired, along with 19 of her fellow school librarians. But after push-back from colleagues, parents, and advocates across the state, one-time money has now funded seven district librarian positions, of which Ripplinger's is one. They travel to schools as mobile coteachers, while clerks staff the school libraries.

Whether Ripplinger has a job for the 2014–15 school year is still undetermined, which is all the more fuel firing her up to change the perception of what a school librarian can accomplish and its value to students. "I think there's some people who have...a perception of librarians as keepers of the books and that doesn't seem as valuable," she said. "So we have to deal with their perception and have to try to change their perception about what are the possibilities."

Amanda Porter couldn't agree more. As president of the Utah Educational Library Media Association (UELMA), she believes school librarians in her state need to shake up the way they see their position in order to stay in the game.

"I feel like this profession is in a transition stage," said Porter, who is a former school librarian, now working as a digital learning coach at Rocky Mountain Middle School in the Wasatch County School District. "I feel there were a lot of librarians who did work in the old model. They stayed in their libraries and focused on books and that didn't sit well."

Utah's school librarians are hardly alone in trying to build a case for their relevancy in the school system. Budget cuts are impacting education across the country, and school librarians are often eyed as a line item to

be erased. But in Utah, advocates are working hard to shift the tide.

The state is currently down to three school districts out of 41 that employ full-time certified school librarians at

all three educational levels: elementary, middle, and high school, according to PALS, a 600-member volunteer group advocating in Utah for school libraries and librarians. There are ten

Library Discards Find New Life as Sustainable Insulation

The library at Nova Scotia's Dalhousie University was in a bind. Bound books, mostly out-of-date academic journals that had since been uploaded to online databases, had been piling up for years. With nearly 50,000 volumes, the library was running out of space.

"Any university that's subscribing to a lot of academic journals [is] challenged to house them, because they grow exponentially," said Patrick Ellis, director of Dalhousie's health sciences library.

The library rented an off-site warehouse to house the journals, but they were seldom, if ever, asked for by students. The first thought was to shred them and recycle the paper. However, this proved difficult, owing to the makeup of the out-of-date journals, which contained glues and clays that jammed shredding machinery and produced unpleasant



Building the book wall at the Blockhouse School

fumes, said Nicola Embleton-Lake, the facilities planner who coordinated the project.

When builder and inventor David Cameron heard of the problem, he began to think. His work has focused on finding creative ways to deal with waste. Cameron's main project is the Blockhouse School, an abandoned schoolhouse that's been transformed into a community center hinging on sustainability. The school is old, and the nonprofit doesn't have the money to heat the minimally insulated building. So when he heard about the books, he hoped to solve two problems at once by repurposing the journals as inexpensive insulation.

"I built three straw bale homes, so I have some experience working with cellulose—books are made of cellulose," Cameron said. Dalhousie paid to deliver 10,000 books to the Blockhouse School, and Cameron and his team got to work. He stacked a wall of books and covered the result with a mixture of clay, sand, and straw, called earth plaster, and got students interested in learning about the process to help him apply it to the books, creating more efficient insulation. "It's a bootstrapping operation, where you spread these useful skills throughout the community at a very low cost and also get the job done," Cameron said.

Ellis was simply glad to make a dent in the pile of books that has increased as the needs of students dictated that Dalhousie's libraries devote more space to study room. "This was a very unique solution. It got rid of a lot of stuff we have no need for, and the books are a viable insulating material," he said

Ellis said that Dalhousie is working in conjunction with other universities in Nova Scotia on a long-term plan for waste and space management, but the immediate problem isn't fully resolved. "Blockhouse School has been a really successful project in and of itself because it's shown valuable uses for books and what can be done," Embleton-Lake said. "It's a step in the right direction, of asking, 'What can we do with them?'"

districts without any teacher librarians at all, the group says.

PALS sets up field trips for legislators to visit school libraries to see how an effective program can change the way students engage in their class work and lessons, while also advocating at the PTA annual conference and other events.

“But we haven’t gone to standing in front of the grocery stores with flyers as they did in Washington,” Sharyl Smith, a former state specialist for library media with the Utah State Office of Education, told *Hotline*. “There are only five of us on the steering committee, and we do what we can.”

What they’ve done is support funding for school library books and electronic resources at the state level, now a line item of \$500,000 a year, according to the group’s site. While less than \$1 per student, noted Smith, it’s “something to grow on,” she said. And they continue to push where they see school librarians needing another voice—and support.

Ogden’s Ripplinger also hopes she can help rebuild the image of her col-

leagues by collaborating with teachers to help students use Google apps, do research on Native American history, and write bills for a U.S. government class, as she’s done already this year.

“Instead of being information specialists and showing where to get information, we’re collaborating to see a project to the end,” she said. “We’re showing that the role is more valid than ever and more needed.”

Make It @ Your Library Launches Project Website

Make It @ Your Library, in collaboration with Instructables.com and the American Library Association (ALA), has finally launched its fully searchable website, makeitatorylibrary.org, for librarians seeking Maker ideas and projects, ALA announced on October 28. Make It @ Your Library—an initiative developed through the ILEAD USA program (Illinois Libraries Explore, Apply and Discover) over the past year—aims to help librarians realize Maker space projects in their own communities at low cost.

“Since around 2011, ‘Maker spaces’ have really become a buzzword in libraries,” said Victoria Rakowski, assistant director of youth services at Lisle Library District, in the announcement.

“Everyone is talking about them. A common misconception is that Maker spaces require the purchase of high-cost items like 3-D printers, or the installation of full workshops. This site will cut down on librarian anxiety,” added Eric Wilhelm, founder of Instructables.com and director of communities at Autodesk. “We created Instructables.com for people to explore, document, and share projects they are passionate about.”

The new site, featuring web development by Sean Fitzpatrick of LISHost, classifies Maker projects by several criteria, including the tools and space needed, age level, category, and cost and time needed for the project. Search terms are completely customizable to aid librarians in planning their projects, ALA noted. For examples, category options include “workshop,” “living,” “outside,” “play,” “technology,” and “food,” as well as cost options.

Make It @ Your Library, through ILEAD USA, is funded in part by a Institute of Museum and Library Services Laura Bush 21st Century Librarian Program Grant.

Mozilla Writes New Web Competency Standards

The Mozilla Foundation has launched a new Web Literacy Standard intended to serve as a road map for competent web use and comprising “the skills and competencies people need to read, write, and participate effectively on the Web,” according to Mozilla’s site.

Launched during the nonprofit organization’s October 25–27 Mozilla Festival, the standard features rec-

People

Jose Luis Andrade, President of Swets Americas, was elected Vice-Chair of the Association of Subscription Agents & Intermediaries. He will serve a two-year term.

Laura DeBonis was appointed to the Board of Trustees of the Boston Public Library. She is a member of the founding Board of Directors for the Digital Public Library of America.

Nancy Eckert retired as Children’s Librarian at the Alexander Mitchell Public Library, Aberdeen, SD. She had been in the field for 34 years.

Teri Hawksworth was named Global Head of Sales at Swets. She was previously Managing Director at Thomson Reuters’s Sweet & Maxwell division.

Genevieve S. Owens was named Interim Director of the Williamsburg Regional Library, VA, following the retirement of **John A. Moorman** in December. Owens is currently Assistant Director for the library.

Tracy Primich was appointed Director of the Curtis Laws Wilson Library at Missouri University of Science and Technology, Rolla. She previously held the same position at the Sarah Shannon Science and Engineering Library at Vanderbilt University, Nashville.

Barb Read announced her retirement as Director of the Rolling Hills Library, St. Joseph, MO, effective March 1, 2014. She has worked in the field for 33 years.

Send People notices to LJHotline@mediasourceinc.com

ommendations for proficiency in three main categories: exploring (navigating for the web), building (creating for the web), and collecting (participation on the web). The release of the standard follows months of development and community feedback since the project was inaugurated in February 2013.

“When we first began our work, we identified two concerns surrounding Web literacy,” according to a statement on the MozillaWiki. “The first is that existing Web literacy frameworks have largely been extensions of digital, media and/or information literacy. The Web is different from other mediums, meaning that the skills and competencies required are also different.”

“It isn’t just about coding,” the statement emphasizes. “The Web literacy standard covers every part of Web literacy—from learning basic coding skills to a base knowledge

The **Institute of Museum and Library Services** announced applications for its 2014 **National Leadership Grants for Libraries**. Funding for programs that address challenges faced by the library and archive fields will range from \$50,000 to \$500,000.

The **Chicago Public Library** was named a winner of a **Chicago Innovation Award** for its experimental **Maker Lab** in the Harold Washington Library Center.

The **Sandusky Library**, OH, received donations from four foundations totaling \$100,000. The funds will be used to create a preschool area within the library for early literacy activities.

Duke University Press added its **e-Duke Books Scholarly Collection** to HighWire Press’s recently launched Folio service, which connects patrons with ebook content.

Boston Public Library was honored at the Griffin Museum of Photography’s eighth annual Focus Awards for its digitization work for Massachusetts’s Digital Commonwealth.

The 2013 **Library of Congress Literacy Awards** were held on November 4 at the Thomas Jefferson Building’s Coolidge Auditorium. Authors **David Baldacci** and **James Patterson** were the featured speakers.

The **South Carolina State Library**, Columbia, added more than 87,000 new ebook titles to its collection through **ebrary’s Academic Complete**. It is the third state library in the country to subscribe to the service.

Stanford University, CA, has joined the Center for Research Libraries international consortium. The university encompasses more than 20 individual libraries.

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about privacy and safety.” As the web evolves, Mozilla’s standard will change accordingly.

“These are standards we can use with students as we encourage them to create things with the web in addition to consuming them,” said Melissa Techman, teacher librarian and tech

leader at Albemarle County Public Schools, VA. Techman also saw a draft of the standards when Mozilla badges and skills lead Doug Belshaw showed it to her this spring. “It’s a set of competencies that opens up the discussion with students about how different people are using the web and what the dif-

ferent kinds of activities are,” she said.

Each of the standard’s three categories—exploring, building, and collecting—includes notes on pertinent skills related to those areas. Exploring features comments on topics such as navigation, web mechanics, search, credibility, and security. Proficient navigation requires a mastery of “reading, evaluating, and manipulating URLs,” among other abilities, while credibility requires that one be competent in “making judgments based on technical and design characteristics to assess the credibility of information.”

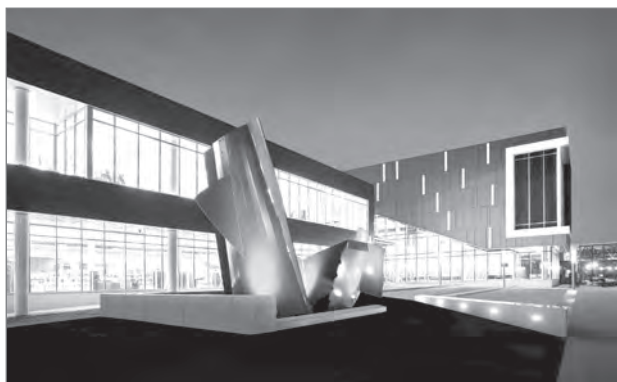
Areas of discussion related to building include composing on the web, remixing, design and accessibility, coding/scripting, and infrastructure. According to Mozilla, proficient building requires being able to identify and use HTML tags; classify and employ openly licensed work; and reorganize the structure of a web page to improve its hierarchy and conceptual flow, among other skills.

Topics explored in the connecting category include sharing and collaboration, community participation, privacy, and open practices. Important abilities include being able to track changes made to cocreated web resources and manage the digital footprint of an online persona, along with other stated areas of understanding.

Mozilla welcomes feedback to the standard via its Community Calls, the next of which is scheduled for November 18. It encourages comment and community involvement via @WebLitStd and #WebLitStd on Twitter, as well as commentary on its blog.

“I’m very much in favor of the tools and educational endeavors that Mozilla has supported,” said Techman. “I like their inclusive stance with regard to the open web and students, schools, and libraries and hacker spaces.” She added, “It’s nice to see these kinds of activities.”

Branching Out



Five years after floods devastated the city, the downtown library of the **Cedar Rapids Public Library**, IA, reopened on August 24. The 94,000 square foot, \$45 million facility replaces the temporary space the library was using in an old mall following the 2008 deluge. Designed by OPN Architects, with building from Knutson Construction, the library follows a sustainable plan and is 11 percent larger than its predecessor, according to the *Gazette*. It features bigger children’s and teen spaces, a rooftop garden and plaza, walk-and-read treadmills, fireplaces, a drive-up window, a café, a front atrium, and an auditorium. The LivingLearning Roof has already been booked for eight weddings in summer 2014.

After being featured at *Library Journal’s* December 2007 Design Institute hoping for design help for a new library, the **Tiverton Public Library** (TPL), RI, is finally moving forward. Ground was broken for the new 23,792 square foot library to replace the historic 2,400 square foot facility that had sufficed since 1938. The single-story library is projected to cost \$10.6 million, funded

through a combination of a capital campaign, a bond referendum, and state funding, along with a \$750,000 grant from the Champlin Foundations. Union Studios architects and Behan Brothers construction will create the energy-efficient building’s several meeting rooms, local history room, expansive display space,

expanded programming space for children and teens, and courtyard. TPL will feature free Internet access, resources for local businesses and job seekers, and lifelong learning opportunities. The project is targeting a 2015 completion.

Columbus Metropolitan Library, OH, celebrated the “topping out” of its **Driving Park Branch** on November 5. The event, undertaken by Turner Construction Co., signifies the installation of the final steel beam of the 15,000 square foot structure (see *Hotline*, 1/7/13). The \$6 million library will include a Homework Help Center and the incorporation of sustainable practices.

The **Guerra Branch** of the San Antonio Public Library (see *Hotline* 8/19/13) reopened on October 29 following renovations that include upgraded carpeting and paint, updated restrooms, an improved irrigation system and landscaping, mechanical and electrical fixes, and the installation of energy-efficient window film. The \$165,000 project also features new furnishings and reconfigured stack spaces.

Send information on groundbreakings and ongoing and completed building projects to blfox@mediasourceinc.com

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CAREER OPPORTUNITIES

HARFORD COUNTY PUBLIC LIBRARY, BELCAMP, MARYLAND

Harford County Public Library, MD continues to expand its outstanding customer service and dedication to education and life-long learning through new technologies and products and innovative literacy programs such as the 2013 Innovator of the Year Award for "Little Leapers" pre-and early literacy project. HCPL has also been recognized in Maryland for its outstanding leadership as a recipient of the SmartCEO Baltimore Brava Award and Top 100 Women in Maryland Award. To keep those innovative ideas flowing, we are looking for:

Vacancy #14-16, Senior Administrator – Public Services

Manages and oversees all library public service operations. Directly supervises the branch managers, the Community Outreach Specialist and the Youth Services Coordinator. The Senior Administrator develops, plans and executes library objectives and translates into programs and activities that support public service goals; acts as liaison between branch staff, department staff and Senior Administration.

Vacancy #14-18, Coordinator – Youth Services

Under the direction of the Senior Administrator – Public Service coordinates and oversees children's and youth services (Birth – 18 years-old) on system wide goals and objectives, staff training, outreach , develops, oversees, plans and implements children's and teen programs; acts as liaison between outside groups and youth related public services areas children's and teen services staff and Senior Administration. Represents HCPL on state youth related boards and organizations. Works with vendor bids, proposals and contracts for system wide children's and youth programming; negotiating for best costs and quality of purchased services. Prepares reports and required documents

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Time to Look at New Audiences



We are always talking about targeted audiences here at LibraryAware. A target audience is a group of people with similar characteristics, demographics, needs, etc. A simple breakdown for most libraries would include children, teens, and adults.

As certain trends start to take hold in our

communities it may be time to consider looking at new groups. Knowing their needs will allow you to assess your existing programs, products, and services. You may decide to expand your offerings, partner with community groups, or simply act as an informational point to places they can get help. Whatever you choose to do will affirm the value of your library the community.

These three audiences may be in need of your help in the near future:

1. Parents of children going to college or trade school: Last April student loans surpassed auto loan, credit cards, and home equity to become the second largest debt in the United States behind home mortgages. As students prepare for their future, parents will be needing help sorting out an entire spectrum of questions ranging from how to finance college to alternative for students who don't go to college.

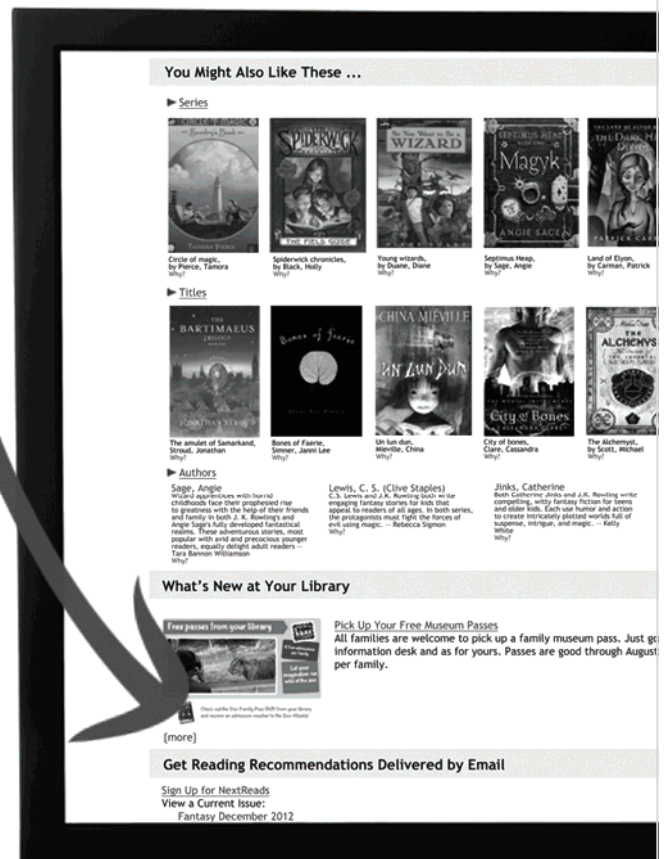
2. Veterans returning from active military service: Every week thousands of veterans are returning to their families and communities. The difficulties they will be facing include a loss of community and purpose, unemployment, and health issues. They may be looking for new careers or starting college while supporting a family. Libraries have an excellent opportunity to invite veterans and their families to be part of the library community.

3. Boomerangers: There are over 18 million boomerangers (post-graduation adults who choose to return home to their parents) living in their childhood homes. On the other end of the spectrum are elderly parents who return to live with their children. All three generations would benefit from financial planning, communication, and emotional services.

Whether you choose to expand your reach or stay committed to your existing patrons, it is important to understand their needs, match them to your services, and create effective communication networks. And don't forget: always articulate your value to community leaders and potential supporters.

Nancy Dowd is Product Lead for LibraryAware, a product from NoveList, a division of EBSCO Information Services.

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