



CTLS Newsletter

March 2011

No. 99

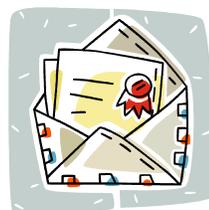
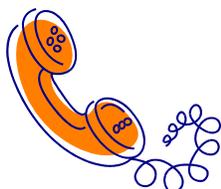
Legislative Day is Over... Now What?

By Pat Tuohy

Regional meetings with members are in progress even as I write this article. The two meetings in Waco and Hearne on February 24 and 25 were well attended and lively. Members had a lot to say about the current state of affairs regarding library funding. Several very unhappy librarians expressed their frustration and disbelief with the current budget crisis in Austin. Their concern is understandable and well founded. The complete elimination of Loan Star Library grants to every public library in Texas will put local budgets in a bind that will be hard to escape.

While moving beyond the bad news is difficult, it must be done if libraries are to survive and thrive in this environment. During the brainstorming sessions at each location, members came up with ways to cope with the impending shortfall. Those ideas include direct solicitation for donations from library users, an increase in appeals to local service clubs and civic organizations, and even partnering with other groups to sponsor bingo parlors in communities. While this last idea sounds a little bit crazy, it has been done by other nonprofits (not libraries) with noted success. To qualify, an organization must be a 501c3 nonprofit. An extensive background check of all Board members and employees by the Texas Lottery Commission, as well as sizable organizational hurdles, makes this option difficult, but not impossible.

Perhaps the best way to remedy the cut to Loan Star Libraries grants is to educate your legislators NOW about the value that your library brings to the people you serve. This message is much more powerful if it comes directly from your patrons and users. The Texas Library Association has a lot of information about how to talk to your state representative and senator about library issues. If you need contact information for your legislators, call CTLS or visit <http://www.fyi.legis.state.tx.us/> to find out who represents your community and how to contact them. The more these legislators hear from your library users, the greater the chance that they will listen. Who knows? It might be *your* patron that convinces your senator to support Texas Libraries.



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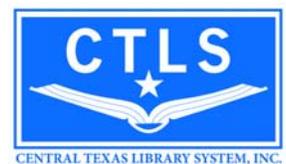
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CTLS Board of Directors:

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Senior Citizens Increasingly See Benefits of Social Media

from Laurie Mahaffey, shared from Web Wise Seniors newsletter

Although it may not have been part of Facebook's business plan, older adults are infiltrating the site and other similar social media sites. From its inception at Harvard University, Facebook has been focused on exclusivity of membership and obtaining college-aged users. However, data released by several recent studies show that seniors are not only the fastest growing segment of the population on the Internet, but also the fastest growing on social media sites.

As a starting point, a 2009 study by Nielsen revealed that the number of older adults ages 65+ using the Internet has increased by 6 million in the last five years and that nearly half of these users visited Facebook or YouTube in the last month.(i) Another study completed by the analytics company iStrategyLabs shows that, in 2009 alone, the number of users ages 35 to 54 accessing Facebook grew 190.2%, while the number of users ages 55 + grew 513.7%.(ii)

More recently, an August 2010 study conducted as part of the Pew Internet and American Life Project revealed that social networking use among Internet users ages 50 and older has roughly doubled in the last year. The study revealed an increase from 22% in 2009 to 42% in 2010 of older adult users who access social networking sites on a regular basis. Nearly half (46%) of Internet users ages 50 to 64 now use social networking sites, while one in four (26%) of users ages 65+ access the sites.(iii)

The same study also showed that the use of Twitter (or similar "status only" sites) remained curbed among the older adult population; however, the study did show a slight increase in the use of these services from 2009. Only one in ten (11%) of those ages 50 to 64 and one in twenty (5%) of those ages 65+ used Twitter or another service to share updates about themselves or to read updates from others.(iv) Alternatively, email has remained more popular with older adults than it has with the general population. A staggering 92% of Internet users ages 50 to 64 and 89% of users ages 65+ send or receive email. Additionally, more than half of each group uses email on a daily basis.(v)

The move to social media may be seen as somewhat surprising given that older adults are among the least likely to have high-speed access. Just 31% of those ages 65+ have broadband at home.(vi) The group is also the least likely to see the lack of having broadband as a disadvantage.(vii) However, the study shows that once older adults get connected with high-speed access, they often start to rely on the Internet.

The frequency of Internet use among older users who have high-speed access is relatively close to the usage levels of younger users. For example, 72% of those ages 65+ with high-speed Internet connections at home say they use the Internet on a daily basis. That compares with 77% of broadband users ages 50 to 64, 84% of those ages 30 to 49 and 86% of those ages 18 to 29.(viii) When combined with the percentages of older adult users using email and social media, it appears that these two applications are what help to keep older adults coming back to the Internet on a regular basis.

So what is it about social media that makes it attractive to older adults?

The author of the Pew study offered some suggestions as to why older adults have turned to social media. First, the author cited a study conducted as part of the same Internet and American Life Project which indicated that social networking users are much more likely to reconnect with people from their past.(ix) These renewed connections often provide a powerful support network when people get closer to retirement or embark on a new career.(x)

Next, because older adults are more likely to be living with a chronic disease, many users reach out for online support related to their disease.(xi) Blogging and online health discussions in particular are popular among those living with chronic diseases. While other demographic factors were constant, having a chronic disease significantly increases an Internet user's likelihood to work on a blog or contribute to a forum dedicated to these issues.(xii)

Finally, the author of the Pew study suggests that social media helps to bridge generational gaps. (xiii) Online social utilities help a user gather together friends and family members at a single location, namely their home computer. Because the children and grandchildren of older adults are documenting many aspects of their lives through photos and updates on social media sites, these sites provide a valuable resource for older adults trying to make and keep connections to these people.(xiv)

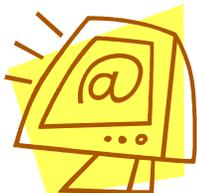
To read the study conducted as part of the Pew Internet and American Life Project, visit <http://www.pewinternet.org/Reports/2010/Older-Adults-and-Social-Media.aspx>. To learn more about how to effectively train seniors on the basics of the computer, Internet and email, visit www.WebWiseSeniors.com.

Feel free to share this newsletter with others. It can be accessed at <http://webwiseseniors.com/newsletter.html>. For citations i-xiv, also visit <http://webwiseseniors.com/newsletter.html>.

TANG Tech Tips:

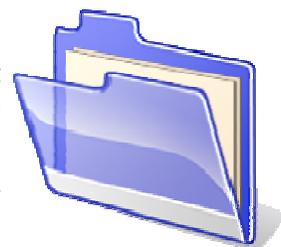
Preparing for the future by documenting what you have today

By Holly Gordon



This is a common problem we deal with here at CTLS. The new library director, who has been on the staff for about a year, comes into work one day and gets reports that the library website is down. We start looking at the problem and learn that the website is actually still there...at 204.202.20.53. But the URL, something like www.mylibrary.org, is not working. It was working yesterday! No one remembers where the URL is registered, and the notifications to renew the registration were coming to an e-mail account that is no longer being used.

The real problem here is that good records were not passed on to the new librarian. There are a million different ways to document your network, computers, software and services. I will be adding some examples to <http://www.ctls.net/technology> in the coming weeks, and if you feel you have a beautiful example of network documentation that would make a good template for others, please send me a copy (without passwords and such.)



As we all have heard by now, the budget situation is hitting services to libraries very hard, so it is more important than ever to know what you have, where you purchased it, and whom to call if you have problems or need to renew services.

How to start? There are a couple of tools I like to use:

- <http://www.belarc.com> - Belarc advisor is a free product that you would need to temporarily install on each PC or server. It builds a detailed profile of your installed software and hardware, missing Microsoft hotfixes, anti-virus status, [CIS](#) (Center for Internet Security) benchmarks, and displays the results in your Web browser. All of your PC profile information is kept private on your PC and is not sent to any web server. I suggest that you install this on each, print out the results, and start a file of your equipment.



This product will also give you a good idea of what software you have installed, and what your network looks like. Do uninstall this product once you have printed or otherwise saved the report, since you likely are not going to purchase a permanent license for Belarc.

- <http://www.spiceworks.com> - Spiceworks is a complete network management software, helpdesk, network configuration & IT reporting solution designed to manage everything IT in small & medium organizations, such as our libraries. Spiceworks is also a free product, and its license allows you to keep it installed so that you can monitor your computers and network.



So for starters, use one or both of these tools to get a better picture of what you have and how it is arranged. Then start documenting accounts, vendor phone numbers, and passwords, and keep these all in a place that is secure but easy for you to access.

Is there better internet service available?

Find out which internet providers are available in your area, and what their advertised speeds are, by just entering your address in this tool: <http://www.broadbandmap.gov/> .

Questions for you

Please contact Holly Gordon (holly.gordon@ctls.net) if you have successfully made printing available to your wireless patrons (using laptops to connect to your WAP), have taken your server out of your network, or would like to get rid of your server in order to simplify your network.

Tech Trends for the Non-technical

by Kam McEvoy

Library futurist Joan Frye Williams presented a great webinar for Infopeople several months ago (watch the free archive at http://www.infopeople.org/training/webcasts/webcast_data/434/index.html). If you have a free hour, check it out, but here's an excerpt from Joan's words of wisdom about tech trends in libraries.

What every library worker should know something about:

- Emerging consumer products and preferences. Don't just look at library products at the exhibitor hall of your library conference or library literature. What's on sale for Christmas tells something about what's popular.
- Streaming content – look at what's offered, how it's offered, and what devices it plays on.
- Broadband – in this case, more capacity is better.
- Smart phone apps – keep an eye on the app market, how it's organized, and how it's priced. This is a strong indicator of how people are going to manage information in the future.
- Storage, retrieval, and manipulation of images (look into Google Goggle to see what she means: <http://www.google.com/mobile/goggles>).

Pay less attention to:

- OPACs – she's predicting that most library consumers will be using their own interface anyway. You don't need something fancy. Long-term, how your library's smart-phone app looks is more important than bells and whistles for your catalog.
- Subscription databases – these are on their way out, she says. (What timely news, considering the state budget.) Your constituents will be consuming these on a just-in-time basis. We might need to authenticate their eligibility, or underwrite their market, but EBSCO is beginning to market directly to consumers now, not to librarians.
- Hard copy audio and video – streaming will replace this. Plan what you're going to do with all that audio/video shelf space.
- eContent that can't be used on multiple devices – libraries are challenged in that much of what we can offer can only be used on certain devices. We need to recognize that the appeal of streamed content relates to the fact that it plays on so many different devices.
- Wired connections – look beyond to wireless!

If you're broke, there are still tech trends you can ride.

- Social media – like Facebook. Look at how people are communicating in that medium. Libraries should do electronic outreach and find other (affinity) groups in your community. By joining those groups, you'll be able to provide just-in-time info.
- Podcasts – many podcasts are re-purposed. Create an iTunes channel, which is a very inexpensive way to reach a broad audience.
- Electrical outlets – max the capacity, and make friends with your electrician. Power to the people!
- Forms that capture cell phone numbers – see if you can offer an opt-in checkbox, “is it all right to text you about library events, information about your account?” etc.
- Staff competency with mainstream consumer products and free web tools – 23 Things model, develop every type of staff skills in consumer products. The future default tools in libraries are going to be consumer tools.



More good advice:

- Listen to civilians - get out of the library and find out what they need.
- You don't need to stay on top of tech trends every day, just update yourself every quarter.
- Understand that all technologies have a natural life cycle. Starts with early adopters, ends with disadvantaged or the diehards. It's a disservice to design library systems and services around those who don't want to or can't keep up. Provide the modern solution for everybody and provide extra assistance to those that need it. Don't keep everything in a technology bubble from years ago. Joan used the example of self-checkout at her mom's library. Joan's mom won't use self-checkout, but a staff member sees her and checks out Joan's mom's materials for her while chatting and providing great service. They meet her mom where she is, and still engage in new technology. Think about managing the mainstream and compensating the exception in a humane and sensitive way. Design your library for a variety of experiences.

Catch Joan in person at **CTL's Customer Focus: Rethinking the User Experience workshop on March 24, 2011**, in Austin (register at www.ctls.net).

The Transformative Power of Community Engagement

Workshop presented by Candace T. Matelic, Ph.D.

by Jennifer Patterson

On February 10, 2011, I attended a workshop at the Chisholm Trail Museum in Cuero. The workshop was jointly sponsored by the Texas Historical Commission and the Texas Association of Museums. The topic will benefit both libraries and museums.

There are seven reasons for seeking opportunities for community engagement:

1. To learn more about our community's needs, issues, and what really matters to people.
2. To discover what resources are available, and how those might help us make a difference in our communities.
3. To identify potential target audiences that we might serve more effectively.
4. To build understanding of our present services and excitement about our mission & vision for the future.
5. To build good will in the community through meaningful public service.
6. To articulate program ideas meaningful to our present stakeholders as well as to other community groups and audiences.
7. To develop meaningful partnerships with community groups and together provide programs that will make a difference in the community.

The present economic climate tends to make us believe that *efficiency* is the most important change we can make – in fact, *effectiveness* is much more important. We need to focus less on doing everything *right* and more on doing the *right things* - on what people care about and what will make a real difference in our community. If we organize events which help us engage with community members, we will find others who share our vision and believe in our mission. Leadership of projects can be shared; teams may be composed of staff and volunteers together. We can't do it all by ourselves!

Dr. Matelic suggests that events which engender community engagement must be fun – food, colorful surroundings, discussion groups should be formed randomly, so that particular interest groups do not dominate. These events should be held in a location other than your own building, so that participants' suggestions aren't shaped by what they know you do *now* – the goal is to identify community needs and interests which are not presently being met. Community Engagement is:

- Identifying and addressing what the community cares about.
- Doing things that really matter; focusing on building better communities
- Establishing long-term relationships and partnerships with other community groups.
- Working with other groups to plan and offer programs and activities (and sharing control and recognition for accomplishments).
- Getting involved in community activities outside of your own organization.

What are the attributes of potential community partners? How do we find them? Look for people who:

- Know about the community's issues and needs
- Are familiar with your organization
- Are involved in community groups which might benefit from utilizing your services
- Are enthusiastic and willing to get involved in your organization
- Are interested in partnerships or collaborations
- Have the authority to make decisions for their organization.



Youth Services News

By Suzan Nyfeler

Growing Up WILD Workshop – March 15, 2011

Tuesday, March 15, 2011, 9am-noon - Laura Bush Community Library, Austin

The Texas State Library is pleased to announce a series of workshops on Growing Up WILD, a program of Texas Parks and Wildlife designed to build young children's sense of wonder about nature and invite them to explore wildlife and the world around them. Participants will receive a Growing Up WILD curriculum and activity guide with 27 thematic programs for children ages 3 to 7. During the three-hour workshop, participants will sample activities from the guide, including books, art projects, nature play, songs and movement activities, math connections, reproducible handouts, and more.

The workshops will be presented by Christine McNew and Yvonne Couch. Christine McNew, Youth Services Consultant for the Texas State Library and Archives Commission, is a Project WILD facilitator and is delighted to share this exciting program with Texas children's librarians. Yvonne Couch, Library Director at the Marion ISD Community Library, is a Project WILD facilitator and enthusiastically hosts Project WILD programs for children at her library. Participants will receive 3 hours of continuing education credit.

For more information about Project WILD, please see the Texas Parks and Wildlife web site at www.tpwd.state.tx.us/learning/project_wild/. For more information about the workshop and to register, please visit www.tsl.state.tx.us/ld/workshops/growingwild/index.html.

April is School Library Month

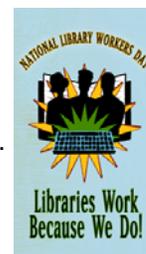
School Library Month (SLM) is the American Association of School Librarians' (AASL) celebration of school librarians and their programs. Every April, school librarians are encouraged to create activities to help their school and local community celebrate the essential role that strong school library programs play in a student's educational career. The 2011 theme will be "Create Your Own Story." This year, AASL will help school librarians tell their stories and advocate for the value their school library program brings to their school and local community.

National Library Week – April 10-16, 2011

National Library Week is an annual celebration of the contributions of our nation's libraries and librarians. All types of libraries - school, public, academic and special - participate. Looking for ways to raise awareness about libraries and library services during National Library Week? Check out the free promotional tools below for new ways to promote the message of National Library Week at <http://tinyurl.com/4r7yyzq>. Follow the conversation on Twitter. The official hashtag for National Library Week is #nlw11. Teens ages 13-18 can enter the Why I Need My Library video contest for a chance to win \$3,000 for their library. Runs through April 18. Info at www.ilovelibraries.org.

National Library Workers Day – April 13, 2011

Nominate a great worker, supervisor or student worker. They'll be listed in the NLWD "Galaxy of Stars." Texas has no stars yet. Your library can be the first! Info at ala-apa.org/nlwd/.



Support Teen Literature Day – April 14, 2011

Librarians all across the country are encouraged to participate in Support Teen Literature Day by hosting events in their library. Since about one in every four library users is a teen, Support Teen Literature Day is the perfect time to plan a program specifically for teens. The purpose of this new celebration is to raise awareness among the general public that young adult literature is a vibrant, growing genre with much to offer today's teens. Support Teen Literature Day also seeks to showcase some award-winning authors and books in the genre as well as highlight librarians' expertise in connecting teens with books and other reading materials. Many of these activities can be featured throughout National Library Week or simply featured on Support Teen Literature Day - www.ala.org/ala/mgrps/divs/yalsa/supportyalit.cfm.



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Display Ideas: Connect teens to teen literature with read-a-like lists: "If you liked this book, try _____." Ask teens to submit their recommendations. Create a display highlighting the YALSA Award-winning books (www.ala.org/yalsa/booklists) and Support Teen Literature Day. Invite teens to write book, graphic novel, game, music and/or film reviews to post on a library display, web site, blog, or newsletter. Post a photo of the teen holding the book they reviewed. (Get permission to post the photos. You can protect privacy by using initials instead of names.) Introduce the reviews with a paragraph about Support Teen Literature Day.

Activities: Teens 4 Libraries: Help teens create and film public service announcements about their local library to air at local schools or on the community public access channel during National Library Week. Make sure they talk about the teen literature offered at their library. **Teen Flash Mob:** Work with your Teen Advisory Group to plan a flash mob on Support Teen Literature Day. Ask teens to gather in a public place at a certain time. The mob activity could be reading, appearing as a favorite book character, or holding a sign like "Support Teen Literature" or "got a library card?" After the mob disperses, host a Flash Party at the library. Be sure to take pictures of the flash mob and submit them to the local paper. **Teen Open House:** Work with your Teen Advisory Group to plan an open house at the library on Support Teen Literature Day.

Drawings and Contests: Teen Choice Award: Organize a favorite book drawing. Have teens drop their name in a box with their favorite book title listed. Have a drawing on Support Teen Literature Day, April 19, for winners. Ask local businesses to donate prizes. After the winner is announced, compile all the favorite books into a brochure or display. **Teen Reading Contest:** Invite teens in school English classes and at the library to compete all week to see which one can read the most pages or minutes. Keep and announce a daily tally to heighten the competition. Ask local businesses to donate prizes for the winners and announce the winners on Support Teen Literature Day.

Día de los Niños – April 30, 2011

El día de los niños/El día de los libros (Children's Day/Book Day), known as Día, is a celebration EVERY DAY of children, families, and reading that culminates every year on April 30. The celebration emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds. Ideas at <http://tinyurl.com/dg93bm>.



What's Happening Around the System...

By Katelyn Patterson

- A big thanks to CTLS Board Vice-Chair **Larry Ringer** for speaking eloquently on behalf of libraries at the Senate Finance Committee hearing on March 7th. As a retired Texas A&M professor, Larry has years of experience in talking to varied audiences.
- It is with a sad heart that we report that **Nancy Franklin**, long time **Mt. Calm** Librarian, passed away March 1st around 6 a.m. Nancy died at home in Mt. Calm in the care of her daughters Elizabeth and Kathleen. Nancy founded the Mt. Calm Library in 1979 in this tiny community of barely 300 souls. She kept it going with hard work, chicken dinners, book sales, leaning on friends, and a good deal of her own money. She was a \$1 a year librarian who got a raise to \$10 in 2005 so that her salary would keep up with inflation. Nancy's daughter Kathleen will be taking over as the librarian in Mt. Calm, and we extend to her our sympathy and offer of help.
- We are also sad to announce that **Dr. Bob McConnell** passed away February 24th. A retired radiologist, he served on the CTLS Advisory Council and the Long Range Planning Committee for many years. "Dr. Bob" was the driving force behind the origins of the **Salado** Library in its early days, rallying volunteers to his clarion call for books, readers, and willing hands of any type. Dr. Bob is the reason the Salado Library exists today. Dr. Bob and his lovely wife, BJ, also a doctor, raised six children and gave countless hours of time to CTLS and the Salado Library. We are grateful for his dedication to libraries and his good humor.
- **Copperas Cove** has two exciting announcements! On March 4th an anonymous donor walked into the library and handed over a bank envelope. The man said it was a donation to be used any way the library wished, then left the building. In the envelope was \$1000 cash. Their best guess is that this was the only time that this person had ever visited the library. They also reached their 1,000,000th circulation in their Athena System since it was installed in 1999. Congratulations!

Brag HERE!

Just contact Katelyn Patterson at katelyn.patterson@ctls.net

We will include as much as we can fit in each newsletter.

CTLS Calendar of Events

March	15	CTLS Board of Directors Meeting ~ Schulenburg
	17	3rd Thursday: Taking Your Reference Books Online ~ Online
	17	St. Patrick's Day 
	24	Customer Focus: Rethinking the User Experience ~ Austin
April	12-15	TLA Annual Conference ~ Austin, TX
	21	3rd Thursday: Books for Book Clubs ~ Online
	21	San Jacinto Day 
	22	Earth Day 

Register for CTLS workshops and events online at www.ctls.net!

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Volunteer for the CTLS booth at TLA!

Going to TLA? Please volunteer to show off CTLS in our booth! You can sign up online here: <http://www.volunteerspot.com/login/entry/162345630829298066>.

For more information, contact the CTLS office at 512-583-0704 or info@ctls.net.
Thank you!

The CTLS Newsletter is distributed every month and is also available online at www.ctls.net.

Printing funded with a grant from the Texas State Library through the Texas Library Systems Act and the Library Services and Technology Act.

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