CTLS Newsletter

June 2010   **No. 90**

5 Years Later, CTLS Thriving & Growing
By Pat Tuohy

Five years ago, the Central Texas Library System was on the brink of a new chapter in its history. In summer of 2005, CTLS was transitioning from an organization governed by a Major Resource Center to one run by a member-elected board of directors. It took a lot of work, vision, and faith in the future to make this leap to a member "owned and operated" corporation. It was a very big step for CTLS members but one that found the support of 71% of the membership.

It is now summer 2010 and CTLS members again face a new set of challenges and opportunities. Opening the membership to other library types has been a point of discussion for several years but recent rule changes to the Library Systems Act have made the discourse more immediate. A Task Force appointed by the CTLS Board Chair developed extensive changes to the Bylaws which would allow other types of libraries to become members of the Corporation. In April, more than 85 member librarians, lay representatives, board members, and staff came together in a series of forums to discuss those specific changes and how they would impact the current CTLS members.

Beyond the inclusion of school, college, university, and special libraries, the Proposed Bylaws would allow library staff to become official voting representatives for their library and to serve on the Board of Directors. The number of representatives for each library would increase and several Board of Director positions would become more specific with place position designations by library and representative type. System and Associate membership in the corporation are clearly defined with the rights and privileges of each category plainly stated.

Participants at the five bylaws forums carefully dissected and analyzed the changes and asked many thoughtful and insightful questions. Those questions and comments will be posted for general discussion by the entire membership over the course of the summer. To make this possible, a special discussion list has been created just for Bylaws. Directors and Lay Representatives with email addresses will become automatic members. Other staff and library supporters will be able to join as well. Watch your email box for the first posting in early June.

A 2nd Draft of the Proposed Bylaws will be mailed out in early June. This 2nd draft will also be posted on the CTLS web page in pdf format for easy download. The members of the Bylaws Task Force may be contacting you personally to invite you to take part in the discussion via scheduled conference calls or virtual meetings.

The Board of Directors and the Bylaws Task Force want to make sure that all members have an opportunity to participate in the discussion and to hear the many viewpoints and opinions of their colleagues and fellow CTLS members. Please take the time to find out about the proposed changes and to ask questions, dissect the details, and make the best choice possible for our member driven organization.

News You Can Use
By Laurie Mahaffey

Donations of materials can help fill in the gaps when your materials budget is inadequate. Donations can also be a pain when they are not what you want or need. Be sure you have a gifts and donations policy in place as part of your collection development policy. "While the library is delighted to receive donations of materials, they can only be accepted if no strings are attached. It is the library director's ultimate decision whether to put donated materials into the library's collection or not."

A good statement about donations is in the latest edition of the CREW manual. It is for your library's protection to have such a policy. Most of what our libraries receive is not suitable for adding to the collection. Unfortunately, donors are not always frequent library users. They have no idea what you have and what your books look like. They bring you books from their attic or barn that are dusty, dirty, highlighted, falling apart, smelly, or insect-laden. We have all been taught from childhood that books are precious, and they are, but not those!

Sometimes your library gets lucky and is the recipient of a nice batch of gently-read, current materials. That's why donations should be encouraged and accepted with a smile. Write a nice thank-you note to those donors who leave you a name and address. The internal Revenue Service prohibits libraries from assigning a value to donated books; however, it is permissible to mention the number of donations and the type of materials (5 paperbacks, 20 hardbacks, and so on).

Prepare a brochure that states your donation policy. Make it available to those who ask if you accept gifts. A patron who brings in materials may remember the library later with a bequest or cash gift.

Sell those unusable donations at your book sale. If you have a book sale area near your front door, keep the stock rotated. Just like in a store, patrons begin to ignore the same goods in the same place after a month. Items that don't move should be given away to nursing homes, day cares, or other agencies.

Cash gifts should be welcomed with the same stipulation that the library director will use those to the library's best advantage. In that brochure, suggest the types of materials that the library keeps for a long time (classics, local history, literature, or genealogy). Donors who are not regular book purchasers may not be aware of current book prices. A list of book prices can be helpful. Memorial gifts could be pooled to purchase a more significant work in memory of someone.

What's Happening Around the System...
By Katelyn Patterson

- The **Lampasas Public Library** recently held a library slogan contest and received 185 entries! The Library Board judged the entries, and the winning slogan is (drum roll, please): "Lampasas Public Library ~ the spring of knowledge" which was submitted by Earleen "Yve" Skero. She won a $100 Walmart gift card for submitting the winning entry. She said she was inspired by the sculpture/fountain at the library. Congrats on a wonderful slogan and on encouraging community collaboration!
- **Black Bridge Library** in **Dime Box,** Texas just received a $1000.00 Dollar General grant for the summer reading program.
- **Taylor Public Library** is trying a new teen program to kick off the Teen Summer Reading Program—a game contest using the games on the NBC show Minute-To-Win-It. All of the games can be played with household materials.

Brag HERE!
Just contact Katelyn Patterson at
katelyn.patterson@ctls.net
with your exciting news. We will include as much as we can fit in each newsletter.

Attract New Customers and Improve Your Library's Appearance with Image Audit
By Jennifer Patterson

In May, Carolyn Davidson Brewer from North Texas Library Partners presented *Image Audit* workshops in Copperas Cove and Bastrop.

So what is an image audit anyway?
- A practice that helps us see ourselves through the eyes of others
- Helps identify things in the library that might need changing
- Considers not just the facts but also the impression we make
- Questions the obvious, the subtle, the hidden messages we send.

An image audit begins outside the building, starting with the parking lot and paying particular attention to the entrances. It considers the library's layout, efficiency and ease of use; signage and notices; service desk convenience and access to staff; collection age and appearance; safety and comfort; furnishings and colors.

As part of the workshop, participants had the opportunity to do a walk-through of the host libraries and complete audit forms with notes about their observations.

Both Copperas Cove Public Library and Bastrop Public Library are generously sized buildings in good condition, and it's clear that their directors and staff spend a good deal of time thinking about the attractiveness of the space and the courtesy they extend to their customers. So what's to improve?

Actually, because we *don't* work there (and have no investment in the way things are right now), we were able to see things that staff couldn't. We noticed that which Carolyn cautioned about in her workshop – parts of the collection are dated and need weeding; signs taped on windows; and furniture that could be rearranged so that customers are more comfortable while using the library.

Image Audits are a new free service provided by CTLS to member libraries. If you are interested, contact Jennifer Patterson at jennifer.patterson@ctls.net or 800-262-4431 x 16. Our consulting staff is excited about working with you!

Library "Apps for That"

by Kam McEvoy

Are you looking for some resources to offer your on-the-go patrons with mobile devices? Or are you a free-range reference librarian who needs access to the databases without being tethered to the desk? Here are some mobile apps to consider for your iPhone, Blackberry, Android, iPod Touch (it uses a wi-fi connection and runs apps like an iPhone – perfect for the library to buy and use as the on-duty reference tool), etc.:

1. Gale's **Access my Library** app -

Gale created this free iPhone/iPod application to help people use library resources by detecting physical library branches within a 10-mile radius of the user on demand and using a web product to connect people to the Gale online resources that their local libraries subscribe to. The app is downloadable from www.accessmylibrary.com or from the iTunes store. You can promote this in your library with marketing materials or place it on your website. Through TexShare, your patrons should be getting Health and Wellness Resource Center, Literature Resource Center, and InfoTrac Custom Newsletters at the very least.

2. **EBSCO*host* Mobile** is EBSCO's answer to the Gale app. It can be accessed at: http://m.ebscohost.com/ or http://search.ebscohost.mobi/   (not through the iTunes app store). EBSCOhost Mobile has the following features available: Basic Searching, HTML and PDF Full Text, Search Modes, Limiters, Image Quick View, Image Collection (depending on the database that has been selected), E-mailing articles, Preferences, Multi-database Searching, and Branding. These are free to access if you set up a user account at the library ahead of time or are using it in the library. Again, TexShare gets your patrons a subscription to a ton of EBSCO databases.

3. **WorldCat Mobile** App can be accessed through the iTunes store, or type this URL into your phone's Web browser: http://www.worldcat.org/m/. You can:
*   Search for library materials—Enter search terms such as keywords, author or title
*   Find a WorldCat library near you—Enter your ZIP, postal code or location in the Libraries Locator
*   Call a library—Highlight and click the phone number in a library listing to place a call
*   Map a route—Find the fastest way to a WorldCat library using the mapping software already on your device

4. Other Reference Tools to Consider:
*   Wikipedia Mobile – no, it's not Britannica, but it's convenient and comprehensive – a good starting point for many patrons.
*   WhitePages Mobile for people and business search
*   Basic Spanish for Dummies – this one costs 99 cents, but its Spanish-English dictionary might come in handy if you are trying to assist Spanish-speaking patrons with limited English and you're not fluent.
*   Meebo – keep in touch with your patrons through instant messaging on your iPod Touch or iPhone
*   Check out Shelfari if you haven't already – a social networking site about books! Here's the mobile-friendly website: http://m.shelfari.com

These are just a few resources, and we will be thinking of more ways to help you and your mobile users, including making our own website mobile-friendly. And please let us know about apps that are useful to you!
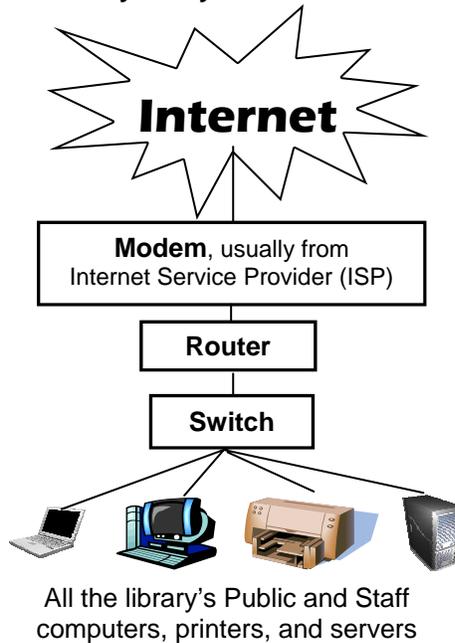
TANG Tech Tips:
How to make you library's network more secure for under $1000
By Holly Gordon

Many libraries have this configuration:

Unsegmented
Network

Internet

Modem, usually from
Internet Service Provider (ISP)

Router

Switch

All the library's Public and Staff
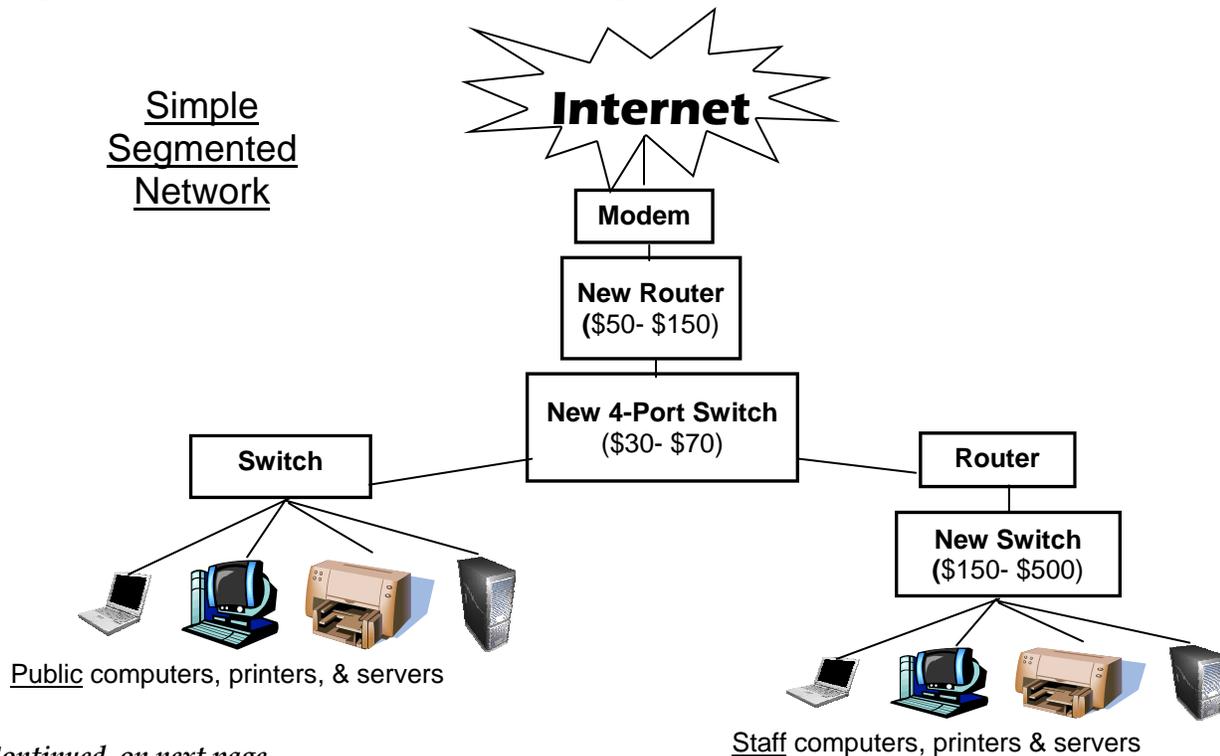computers, printers, and servers

This network setup allows the public users to see all the staff PCs and servers, and increases the chances of staff computers being hacked or otherwise corrupted.

An inexpensive way to make the library's staff network more secure is to divide the network into a staff segment and a public segment. The budget for this is usually about $200 - $750. Here is a list of the equipment you will likely need if your current network configuration matches what I have described above:
-- Small 4 port switch ($30 - $70)
-- Second router ($50 - $150)
-- Another large switch ($150 – 500 for 24-ports) to handle the new segment of computers
Using this equipment, your library's network will be segmented like this:

Simple
Segmented
Network

Internet

Modem

New Router
($50- $150)

New 4-Port Switch
($30- $70)

Switch

Router

New Switch
($150- $500)

Public computers, printers, & servers

Staff computers, printers & servers

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Once you have purchased and physically installed this equipment, you will need to configure each router.   Configuring routers is a subject we have covered in recent workshops, and there is really no way to cover it in a short article. However, below are the basics. Your actual number will be different, depending on the size of your library and how your current router is configured.

Router #1
(connected to Modem, serves both public and staff)
SSID: Sample Public Library
Network number (WAN address): XXX.XXX.XXX.XXX (get this from your ISP, internet service provider)
Subnet mask: 255.255.255.0
Router IP address (LAN address): 192.168.1.1
DHCP range: 192.168.1.50 - 192.168.1.100

All the Public PC's will get IP addresses that look like this: 192.168.1.X, where X is a number from 50 to 100. Printers and router #2 will be assigned static IP addresses that are outside of the DHCP range.

Router #2
(connected to switch that is connected to a port on Router #1, serves only the library STAFF)
SSID: Sample Public Library Staff
Network number (WAN address): 192.168.1.2 is a static IP address, outside of the DHCP range of Router #1
**Subnet Mask**: 255.255.255.0
Router IP address (LAN address): 192.168.2.1
DHCP range: 192.168.2.50 - 192.168.2.100

All the Staff PC's will get IP addresses that look like this: 192.168.**2**.X, where X is a number from 50 to 100. Staff printers and servers will be assigned static IP addresses that are outside of the DHCP range.

First-Ever National Study:
Millions of People Rely on Library Computers for Employment, Health, and Education
Reprinted with Permission from the University of Washington, Information School
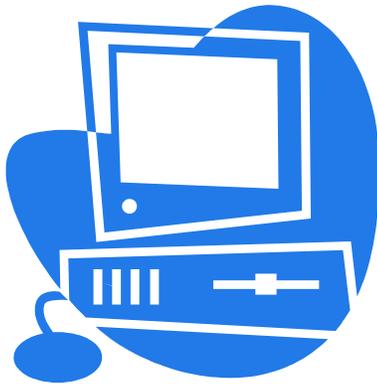
Seventy-seven million people—roughly one-third of the U.S. population over the age of 14—used a public library computer or wireless network to access the Internet in the past year, according to a new report. In 2009, as the nation struggled with a recession, people relied on library technology to find work, apply for college, secure government benefits, learn about critical medical treatments, and connect with their communities.

The report, *Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries*, is based on the first, large-scale study of who uses computers and Internet access in public libraries, the ways library patrons use this free technology service, why they use it, and how it affects their lives. It was conducted by the University of Washington Information School and funded by the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services.

"People from all walks of life use library computers to perform routine and life-changing tasks, from emailing friends to finding jobs," said Michael Crandall, senior lecturer and chair of the Master of Science in Information Management at the University of Washington Information School. "More than three-quarters of those who used the library Internet connections had access at home, work, or elsewhere. Oftentimes, they needed a faster connection, assistance from a librarian, or temporary access in an emergency."

The use of library technology had significant impact in four critical areas: employment, education, health, and making community connections. In the last 12 months:

● Forty percent of library computer users (an estimated 30 million people) received help with career needs. Among these users, 75 percent reported they searched for a job online. Half of these users filled out an online application or submitted a resume.

● Forty-two percent received help with educational needs. Among these users, 37 percent (an estimated 12 million students) used their local library computer to do homework for a class.

● Thirty-seven percent focused on health issues. The vast majority of these users (82 percent) logged on to learn about a disease, illness, or medical condition. One-third of these users sought out doctors or health care providers. Of these, about half followed up by making appointments for care.

● Library computers linked patrons to their government, communities, and civic organizations. Sixty percent of users – 43.3 million people – used a library's computer resources to connect with others.

"There is no ambiguity in these numbers. Millions of people see libraries as an essential tool to connect them to information, knowledge, and opportunities," said Marsha Semmel, acting director of the Institute of Museum and Library Services. "Policy makers must fully recognize and support the role libraries are playing in workforce development, education, health and wellness, and the delivery of government services."

These findings are timely considering that many local governments are completing their budgets for fiscal years that begin on July 1. Rather than "discretionary," libraries are emerging as even more important to the public during economic hard times.

"This study confirms that libraries are first responders in an economic crisis," says Ron Carlee, director of Strategic Initiatives and executive-in-residence at ICMA, and former city manager for Arlington, Virginia. "In the continuing economic downturn, local governments are struggling with budget cuts, some for the third consecutive year. The road to economic recovery will hinge on people's ability to make connections, enhance their skills, and apply for and get jobs. The way people do that is through the Internet. Public libraries have emerged as a core service of local governments by providing citizens with Internet access to find employment, which is the linchpin to economic recovery."

As local government managers consider ways to maximize the potential of their public libraries, data from the report also suggests that citizens view libraries as an important community asset. Seventy-four percent of respondents said the library is an important asset for their own computer and Internet use and 84 percent said the library is an important asset for the community. Few government services receive such broad support.

The report's findings are based on nearly 50,000 surveys – including 3,176 from a national telephone survey and 44,881 web survey responses – from patrons of more than 400 public libraries across the country. The full report is available at http://tascha.washington.edu/usimpact.

A recording of the April 20 ICMA webinar featuring Ron Carlee; Michael Crandall; Jill Nishi, deputy director, U.S. Libraries, Bill & Melinda Gates Foundation; and Mary Chute, deputy director for libraries, Institute of Museum and Library Services is available at http://wms.confedge.com/shared/04202010_icma.wmv.

Read about how nine jurisdictions are using their public libraries in nontraditional ways to meet community needs at http://www.icma.org/publiclibraries.

CTLS Calendar of Events

June	8	Online Genealogy Workshop, APL Faulk Central Branch ~ Austin, TX
	12	Online Genealogy Workshop~ Smithville, TX
	15	CTLS Board of Directors Meeting ~ San Marcos, TX
	24-30	ALA ~ Washington, DC
July	5	CTLS Office Closed for July 4th Holiday
	20	CTLS Board of Directors Meeting ~ Location TBD
	22	Genealogy Workshop ~ Dripping Springs, TX
	25-28	TLA Annual Assembly ~ Austin, TX

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

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June is bustin' out all over!