

CTLS Newsletter

July 2010

No. 91

FAQ Regarding Proposed Bylaws Changes

By Pat Tuohy

At the 5 Bylaws forums held in April CTLS members generated many good questions about how proposed Bylaws changes would affect current CTLS member libraries. Below are just some of the questions members raised during the meetings. More questions will be published on the web page and in the August newsletter.

1. Would these new member libraries (school, college, etc.) get money (such as Loan Star grants) as a result of joining as a full System member?

No. The Loan Star Libraries grant program is specifically for public libraries. This is enshrined in the law so an act of the legislature would be needed to change that. There is no financial incentive (like a grant) for other types of libraries to join the System.

2. How will accreditation work and what control would the current CTLS membership have over who gets in?

The State Library is in charge of accrediting all libraries that apply for membership in the Texas State Library System. TSL writes the rules that set the criteria for System members for all types of libraries. Once the CTLS membership allows a category of library, any individual institution that qualifies under TSL rules becomes a member on September 1 of a given year. The current CTLS membership may choose to exclude a category of library (such as public school libraries) but it cannot keep out any specific library.

3. Who determines what CTLS resources these other types of libraries will get?

The Board of Directors sets the policy for how grant resources are used. This translates into the Plan of Service which the staff prepare and submit each year to the State Library. The Board members can decide what service levels the different types of member libraries receive from the staff.

4. How will recruitment of other libraries be done?

We'll rely on our members to tell us which libraries we should recruit for CTLS membership. We know that many public libraries already have partnerships and relationships with libraries in their communities. We want to build on those partnerships so that we grow a stronger, not just a bigger system.

5. What will CTLS have to offer other types of libraries?

CTLS already offers continuing education that attracts other types of libraries and we plan to do more in the years ahead. By partnering with TLA District III, the Education Service Centers, individual school districts, and community colleges, CTLS will offer professional development opportunities that serve the needs of all types of libraries. What the staff will not be able to do is offer consulting services to these new members since we don't have the expertise that they may need.

6. What happens if my library cannot find a lay person to serve as one of my library's representatives? Can 2 staff members vote in an election or on other corporation matters?

No. Only one representative from your library can be a staff member. The other representative has to be a lay person – an individual not employed by the library. Even if you cannot find a lay person to serve, your library still has one voting member in any matter that requires membership balloting.

Continued on next page..

IN THIS ISSUE:

FAQ Regarding Proposed Bylaws Changes
Page 1-2

News You Can Use
Page 2

What's Happening Around the System
Page 2

TANG Tech Tips
Page 3-4

Word of Mouth Marketing for Libraries
Page 5

Listen with All Your Might
Page 5

Summer Reading Survival Tips
Page 6

CTLS Calendar of Events & Staff Directory
Page 7



CTLS Board:

Peggy Gibson	Chair
Larry Ringer	Vice Chair
Lyle Thormann	Secretary
Eileen Altmiller	Treasurer
Barbara Crossno	At Large
Muriel Jackson	At Large
Ruth Jennings	At Large
Dick Lavine	At Large
Betty Lowrance	At Large

Continued from previous page...

7. How would a library director who wants to serve on the Board get nominated?

Each summer the nominations committee will seek nominations for the 3 seats that are up for election that fall. Any library director that wants to may nominate him/herself to run for the Board. The only limitation is that no more than one board member from the same community may serve on the board at any one time.

8. How will you define community for the purposes of Board eligibility?

The new Bylaws will use the State Library's definition of community which is the legal service area of a member public library. This restriction applies to only six of the nine seats on the Board which are reserved for public library representatives. The three seats on the board which may be filled by any type of library representative will not have this restriction.

9. How would we keep track of seats in each of the new categories and how will present board positions be affected?

If the new Bylaws are accepted by the Membership, the Board will figure out how to assign seat numbers to each position on the Board. Since 3 seats are up for election each year, it will take 3-4 election cycles to align all seats to the new configuration.

The discussion should not stop here. If you are not satisfied with the questions OR the answers you see here, go to the CTLS web page and post your comments on these topics. If an issue has not been addressed, post the question and get answers from other member librarians, staff, and supporters. This is an open dialog about the future of CTLS so, a healthy exchange of ideas and opinions is strongly encouraged.

CTLS 1099 Available Upon Request

Print copies of our 2009 990 are available on request from the system office. 990s are forms that non-profits file with the IRS – a “return of organization exempt from income tax”. Please contact us with any inquiries.

News You Can Use

By Laurie Mahaffey

Must-Have Texana

Texas: a Historical Atlas by A. Ray Stephens has just been published by the University of Oklahoma Press. At \$39.95, it is a worthwhile purchase. Atlases of our fair state don't get published as regularly as I would like for them to be, so buy this one while it is available. The big question is why this wasn't published by UT Press, Texas A&M Press, or Texas Tech Press. The author is a retired history professor from UNT and Director of the Texas History Institute.

Lust, Violence, Religion: Life in Historic Waco is being published by TSTC Publishing (www.shop.tstc.edu or call Wes Lowe at 254-867-3233). This book “sheds light on details both intriguing & surprising in Waco's history.” I can hardly wait to read it! Although the book hasn't been reviewed yet, I'm hoping someone in Waco will review it & give us some juicy details. It's \$28.95 for the hardback & \$23.95 for the paperback.

Reference Collections Downsizing

I visited 3 member libraries this week, one specifically to discuss their reference collection. In the 2 years the (fairly new) librarian has been working at this library in a small community, the reference collection has not been used.

If this is the situation at your library, please consider weeding your outdated, unused reference collection down to the bare essentials. If you need help deciding, please call me. We can work on it together.

The information-seeking behavior of today's patrons is looking on the internet first. Have reliable, current sites bookmarked to give your patrons. Teach them how to cite a website as a report resource. Lead them away from less-than-credible sites (“Mrs. Smith's Fifth Grade Class' Dinosaur Site”) to ones that are more accurate. Let me know if you need ideas. Googling doesn't always yield the best sources, and patrons must know how to judge these sites for themselves.

What's Happening Around the System...

By Katelyn Patterson

- The **Friends of the Lake Travis Community Library** are having an indoor \$10.00 a bag book sale, Saturday, August 14th, 8 A.M. to 1 P.M. in donated space, at the Jack Brown Cleaners, 1508 R.R.620 South, Lakeway, Texas. For details, call the library at 512-263-2885.
- Congratulate to the **Westbank Library** on winning the American Library Association's most prestigious award, the 2010 John Cotton Dana Award for public relations!
- The **North Texas Regional Library System** is holding the Conference for Library Supporters on Saturday, July 24, 2010 at the Decatur Civic Center. Contact NTRLs for more info! 800-856-3050

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.

TANG Tech Tips

Availability of Broadband

By Holly Gordon

I often get this question – “What is the highest speed internet available in my area?” Many of you applied for e-rate this year but were not sure if you could find faster service in your area. There is now a tool available to help you understand what services are available to your community.

Look for your county here: http://connectedtx.org/mapping/county_maps/. For instance, here is McLennan County- http://connectedtx.org/mapping/county_maps/mclennan/. Also available at this site is a speed test tool: <http://speedtest.connectedtx.org/>

This site will also soon include “adoption”, in other words, how many households subscribe to broadband services, own computers, or have any access to the internet. This tool can help you understand what the needs are in your community, and if your library can even provide faster service.

During the webinar I attended today, sponsored by Connected Texas, I learned that in Texas

- 30% of households do not perceive a need for broadband or don’t understand what it is
- About 30% don’t have a computer at home
- 21% feel broadband is too expensive

For more information on broadband in Texas, go to <http://connectedtx.org>

Compatibility of Word 2007 and Word 2003

This tip comes from Joe Shaughnessy (HCC) and Denise Carter (Whitney Public Library). If you are still using Microsoft Office 2003 in your library you are probably having problems with patrons bringing in Office 2007 documents. For instance, if you see a Word document with the extension .docx, this is probably a Word 2007 document. You will need to download the Microsoft Download Compatibility Pack, available here: <http://tinyurl.com/update2007>

If you are using DeepFreeze or SteadyState on your public access computers, you will need to “thaw” these computers before installing the fix.

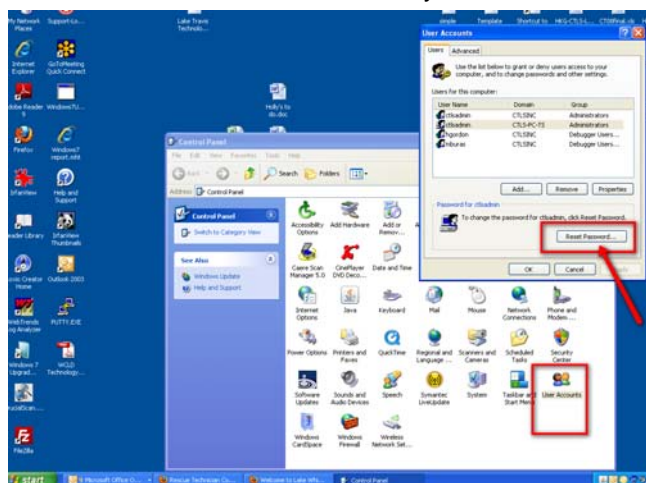
Changing Passwords

I often get asked how to change passwords, so I am including a few “how tos” here. But just a warning – if you change administrator passwords and domain passwords, backups and other processes that require these passwords may not work properly. You may find that you need to change the passwords in a few places.

To change a password on a PC running Windows XP:

Be sure to thaw the PC (if under DeepFreeze), then login as administrator.

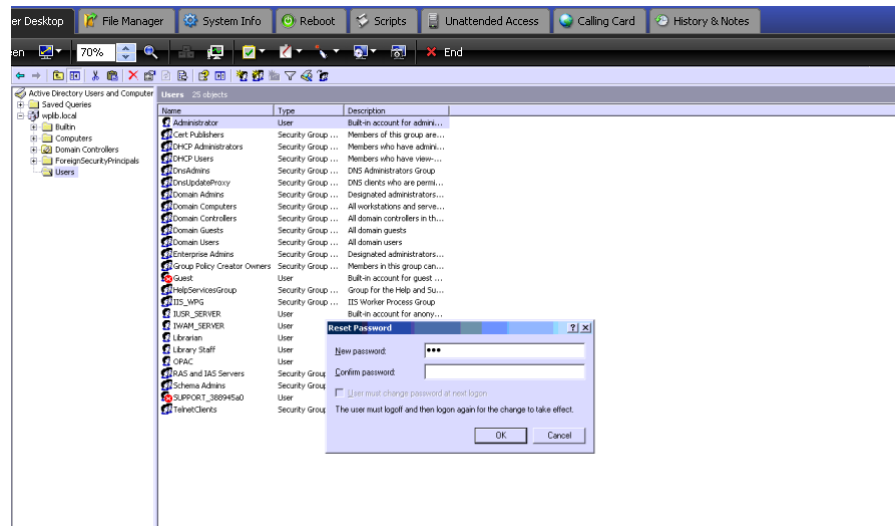
Click on Start -> Settings -> Control Panel -> User Accounts and you will see the Reset password button



Continued from previous page...

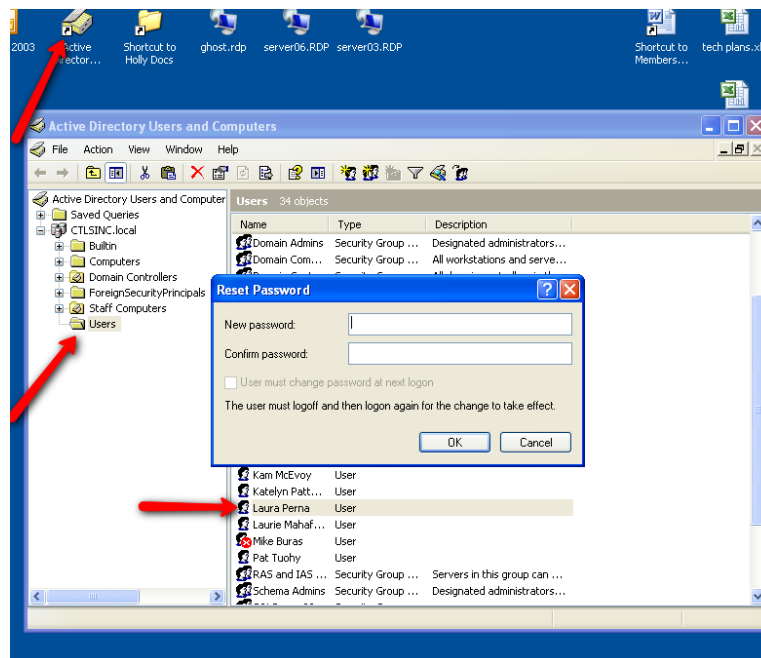
To change a user password in Windows Server 2003

- Log on to the computer using the Administrator account.
- Click **Start**, right-click **Control Panel**, and then click **Open**. Control Panel opens.
- Double-click **Computer Management**, click **Local Users and Groups**, and in the details pane, double-click **Users**. The Users folder opens.
- In the details pane, right-click the account that you want to change, and click **Set Password**. A warning dialog box opens. Read the information to determine whether you want to proceed with the step to change the password.
- In **New Password**, type a password. In **Confirm password**, retype the password, and then click **OK**.
- You do the same thing to change the **administrator password** – you just right click on administrator, select “reset password”, and the reset password box comes up



If you use Active Directory with Windows Server:

This is how you change a password for a user who has forgotten their password. Click on “Active Directory”, right click on the user you need to change the password for, and the reset password box will come up.





Word of Mouth Marketing for Libraries

By Kam McEvoy

How do you get your community to spread the buzz about your library services? Here are some tips from the North Suburban Library System (which, sadly was dismantled this year), via Kathy Dempsey:

Tips for Word of Mouth Marketing Success

1. **Give people something to talk about.** Surprise and delight them with over-the-top service.
2. **Don't just pass out bookmarks.** Look for opportunities to deliver the message both on and off the job.
3. **Identify which conversations** you want to start/be part of. Who is talking? What are they talking about? Where are they talking?
4. **Feed the grapevine.** Tell 10 people and ask those 10 people to tell their friends.
5. **Focus on the new.** It's easier to get people to talk about something new. It's also easier to get the attention of people who are new—new users, new retirees, new parents, new students, new employees.
6. **Send a message with your message.** Add a signature line to your e-mail correspondence with the library message.
7. **Personalize the message.** Identify key audiences, i.e., parents, seniors, teens, administrators, adjunct faculty, grad students and adapt the message to address their concerns.
8. **Collect and use stories/testimonials.** Invite testimonials from community, faculty and student leaders, as well as satisfied library users. Ask permission to quote them in publicity materials. Feature users and their positive stories on your website.
9. **Enlist the whole library family.** Make sure *all* staff (not just professionals or full-time), trustees, volunteers and Friends—know the message, understand why it is important and can deliver it with confidence.
10. **Create opportunities to engage others.** Invite them to serve on advisory boards and committees.
11. **Wear the message.** T-shirts, buttons and other “props” are conversation starters and help make your point.
12. **Have fun!** Remember, it's not just what you say but how you say it. Let your passion show!

Listen With all your Might

By Jennifer Patterson
(With thanks to Jeffrey Gitomer)



"I'm sorry, I didn't hear you. Could you repeat that?"
"You need to listen better."

Some days we quit paying attention to a patron for one reason or another, and then blame the person talking for being “boring” or “lame” when we can't remember what they said. A few years ago I asked a therapist friend what she does when she has a lapse of attention with a client. She thought about it for a minute and then said “I just say ‘Can you tell me more about that?’” We all laughed, but it made me think about how often my mind wanders while someone else is talking.

How can we listen better? For many of us, that's a mystery. Listening is one of the most important parts of communication. If you ask most people, they will admit that listening is a weak spot. Partly because we get impatient, but sometimes because we just don't know how. Or even more important, we don't know why it's so important to listen fully.

To complicate the listening process even further, there are the emotional conditions under which we listen; our attitude towards the person, or the mood we're in. These two factors can greatly affect our listening competence.

There are four modes of listening:

1. Active or passive
2. Positive or negative
3. Open or closed
4. Distracted or not distracted

How NOT to listen:

- **Listen with the intent to respond:** This is where interruptions occur. You have something to say, or think you already know the answer. **Example:** You start responding BEFORE the other person has finished talking.
- **Listen with the intent to figure out an angle.** **Example:** interacting with a library patron during a library fine discussion.

Continued from previous page...

- **Listen because you have to obey.** *Example:* Your boss is disciplining you.
- **Listen with the intent not to pay attention.** *Example:* Tuned off because you have ill feeling towards the person speaking.
- **Listen with the intent to argue.** *Example:* When you're in an argument, listening is overpowered by anger and negativity, and you can't listen.
- **Pretending to listen, but in another world.** *Example:* You have your grocery list on your mind, so you tune out whoever is speaking.
- **Listening Secret:** If you are looking for ideas that will make you a better listener, try this: take notes. When you take notes, you show respect, you hear better, and you have a written record to help you remember what was said or promised.

The three best states to be in when listening are: calm, happy, and willing.

Summer Reading Survival Tips

By Suzan Nyfeler

1. **Have a back-up for late or no-show speakers.** My favorite? Reader's Theater - children and/or adults reading aloud from scripted stories – no memorizing, no props, no costumes, no sets. Each person gets a copy of the story with their lines highlighted. Ask for volunteers who can read pretty well and who are LOUD. Hand out the scripts, set the scene and holler "Go!" You will find two or three reader's theater scripts in every reading club manual. Copy a few and keep them on hand.
2. **Chocolate.** Lots of chocolate. Say thank you to the harried circ staff (which may be you) overwhelmed with the bajillions of families you've invited to the library for the summer. Herbal tea or small gift certificates from local businesses also help keep everyone smiling.
3. **Think starfish.** Remember the story about the two guys walking along the beach that is covered in starfish? One guy picks up a starfish here and there and tosses them back into the ocean, knowing these are the ones that will live. The other guy asks why all the fuss for a few when so many will be lost. Response: It matters to the ones I save. Count everyone who comes to your programs, but take note of the kids that really benefitted from your library's summer programs.
4. **Take time to bask in the glory.** Don't be shy, just try it. Find out from the kids and families what they like best about your summer programs. It can be as simple as asking during a program or handing out comment cards after an event. Post them in the staff room. Keep a file for when you need a story about how the library makes a difference in your community. Statistics draw the picture - but stories paint it.
5. **Know that what you are doing matters.** OK, maybe not to every single kiddo that walks in the door, but it really matters to a lot of them. (See #3 above). You are part of over 50 years of Texas summer reading programs. Thousands of adults today are who they are in part because of the efforts of their hometown librarians. So, everyone hold out your hand, reach over your shoulder, and give yourself a pat.

FREE – Library Marketing Stuff – FREE

Want to see the following links in one place? Go to <http://delicious.com/suzannyfeler/shelftalkers>.

Shelf Talkers - A shelf talker is a printed card or other [sign](#) attached to a shelf to call customer's attention to a particular book or books displayed in that shelf. Stores use them all the time.

Readergirlz.com is the foremost online book community for teen girls, led by YA authors. The goal is to champion teen literacy and community service. Each month they feature a different author, complete with video interviews, **downloadable stuff like bookmarks, shelf talkers & posters**, party ideas and even music the author chose to go with his/her book. <http://www.readergirlz.com/downloads.html>

GuysRead.com is a web-based literacy program for guys (OK, boys). Their goal? To help boys become self-motivated, lifelong readers. Guys Read is led by Jon Scieszka. They recommend books that guys would like (little and big) and have **downloadable stuff like bookmarks and spine markers**. <http://www.guysread.com/more/>. And for the audiofiles, check out www.GuysListen.com.

Scholastic Books - They not only sell books but they also help you "sell" them to your patrons with **downloadable bookmarks, shelf talkers, posters & other activities**. They even have booktalk scripts, online activities, discussion guides, and other stuff worth a looksee at <http://www2.scholastic.com/browse/search?query=shelf+talkers>.

AskDebby.com features marketing tips & tools for natural product retailers. But what's more natural than a library? OK, so maybe you don't need a sign for new low glycemic foods, but you could use one on "Back to School Favorites" or "Employee Favorite." Check out their **FREE marketing materials** at <http://www.dsmarketingsolutions.com/ShelfTalkerLibrary.html>.

Check out www.Shelfwiz.com for great shelf talker plastic **display tags** @ around \$60/dozen.

And the mother of all library shelf talkers..... <http://publiclibraryshelftalkers.blogspot.com/>. Here you'll find oodles of copyright-free text librarians can use in their shelf talkers.



CTLS Calendar of Events

July	5	CTLS Office Closed for July 4th Holiday
	20	CTLS Board of Directors Meeting ~ Salado, TX
	22	Genealogy Workshop ~ Dripping Springs, TX
	25-28	TLA Annual Assembly ~ Austin, TX
August	13	LRP Meeting ~ Georgetown, TX
	16	Image Audit Workshop ~ Lake Travis
	17	CTLS Board of Directors Meeting ~ Austin, TX

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

CTLS Directory

Office 512-583-0704 📞 Fax 512-583-0709 📠 Toll Free 800-262-4431

Patricia Tuohy, <i>Executive Director</i>	pat.tuohy@ctls.net	x 12
Laurie Mahaffey, <i>Deputy Director</i>	laurie.mahaffey@ctls.net	x 18
Suzan Nyfeler, <i>Continuing Education Coordinator</i>	suzan.nyfeler@ctls.net	x 17
Jennifer Patterson, <i>Organizational Development Specialist</i>	jennifer.patterson@ctls.net	x 16
Kam McEvoy, <i>Electronic Resources Specialist</i>	kam.mcevoy@ctls.net	x 19
Holly Gordon, <i>TANG</i>	holly.gordon@ctls.net	X 15
Katelyn Patterson, <i>Office Coordinator</i>	katelyn.patterson@ctls.net	x 13
Laura Perna, <i>Administrative Assistant</i>	laura.perna@ctls.net	x 10

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.*

Central Texas Library System

1005 West 41st Street, Suite 100

Austin, TX 78756

www.ctls.net

