



CTLS Newsletter

October 2010

No. 94

Kicking off a New Fiscal Year with a Productive Fall Membership Meeting

By Pat Tuohy

It was another great turnout as members from all reaches of the 30 CTLS counties convened in Cameron on September 24th for the Annual Fall Membership of the Central Texas Library System. More than 117 lay representatives, librarians, board members, and friends gathered at the Cameron Civic Center to re-connect with colleagues and conduct system business.

Leading the agenda was the election of 3 board members for terms which run from January 2011 to December 2013. Seeking re-election were Peggy Gibson – Lago Vista Library and Eileen Altmiller – Buda Public Library. Running for the first time was Lynne Holle, from the Schulenburg Public Library. These three board members were elected by acclamation by the Lay Representatives present.

A second very important item on the agenda was consideration of extensive changes to the CTLS Bylaws. These changes will allow other types of libraries to join CTLS as full system members. The changes approved also alter the number and qualifications for the representatives a library may appoint. For a look at the new Bylaws go to this link <http://www.ctls.net/about-us/committees/bylaws-changes/> for more information. Since the changes to the Bylaws were so extensive, a paper ballot was used by the Lay Representatives to vote on the changes. The proposed revisions passed unanimously by the membership.

The membership heard staff reports on the accomplishments and challenges of 2010 and the new opportunities for 2011. Among the many accomplishments in 2010 was the infusion of new state money into the 10 regional systems. With these state dollars, we purchased access to ResumeMaker for all our member libraries and remote users of all CTLS libraries for 2 years. This product helps job seekers prepare resumes, search local, state, and national job sites, prepare unemployment claims, and fill out and submit public assistance forms. The Work Force Workstations pilot project was able to place a dedicated computer in 18 member libraries in 2010. These 18 communities do not have a Texas Workforce office in their town, so this project increased access to these resources for many small communities. CTLS placed JobView kiosks in 4 Austin Public Library locations for a year which enabled their patrons to use touch screens to search local job sites. We brought in a trainer from California whose experience in serving job seekers and the unemployed helped CTLS librarians get a better grasp on serving this population.

Looking ahead to this new 2011 fiscal year, we see that the System faces different challenges than it did at the start of 2010. Because of the looming state general revenue shortfall, the State Library cut the SYNG grants to the Systems but more importantly, they cut the LOAN Star Library grants to each public library in the state.

The Corporation successfully competed for a third year of the Ready To Read grant. This very successful program will introduce 12 more public libraries and Head Start centers in central Texas to these proven concepts which prepare our youngest residents for success in school and in life.

CTLS will again manage the SYNG continuing education and consulting grant for six other regional library systems. This state money provides flexibility in continuing education programs that is not allowed by the federal LSTA grant which funds our basic System Operations.

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CTLS Board of Directors:

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

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The SYNG Work Force grant has undergone a makeover inspired by what members told us they wanted and needed in their libraries. This Work Force project will help CTLS member libraries serve the growing job-seeking population in their communities. The Digital Literacy Corps will recruit, train, and place trainers in member libraries who will conduct classes for job seekers who lack basic computer skills. Laura Perna is the DLC Coordinator for this system-wide program for 2011. Our goal for the DLC is to provide training sessions in 30 member libraries by the end of August 2011.

The membership meeting was followed in the afternoon by an inspiring program aimed at helping libraries revitalize their message and convey a library's value so people will listen. Lauren Burnett, President of the [Center for Inner Quality](#) and past president of Image Advertising and Marketing, demonstrated how every librarian and library supporter can craft effective communication strategies to promote the library's worth. Participants left with a step-by-step method to speak about their library's value.

TANG Tech Tips

By Holly Gordon

Everyone loves free stuff, right?

Here are a couple of sites that collect information about free and open source technology products: Webjunction—

<http://www.webjunction.org/technology>

There are some great articles here, but be sure to check the dates on them first. Some are over 5 years old.

Library Success: a Best Practices Wiki—

http://www.libsuccess.org/index.php?title=Open_Source_Software

Lots of "how we did it good" stories from libraries, as well as a list of free and open source software websites.

Steady State and Windows 7

On the other hand, how many of you are using Microsoft's "free" product, Steady State? There was a great article in InfoWorld recently about Microsoft no longer supporting Steady State:

<http://www.infoworld.com/print/137234>

In this article Woody Leonhard describes what it is like to set up a "steady state" public access PC without the Steady State application. This is a very readable article, from a library point of view, so give it a look.

Basically, if you are currently using Steady State, you have a few choices:

1. Punt, and migrate to a product like Faronics DeepFreeze www.faronics.com/html/deepfreeze.asp
2. Come up to speed on Windows Group Policy settings. You can find about 100 pages of "how to" information on the Microsoft site. Go to this link and search for "Steady State". Actually, even if you ARE using DeepFreeze or a similar product, there is a lot you could learn about securing public access PC from these documents <http://www.microsoft.com/downloads/en/default.aspx>
3. Call me (Holly Gordon) and we can discuss your needs and options. I'm still getting familiar with these products myself, so I do like opportunities to work with folks on this issue.

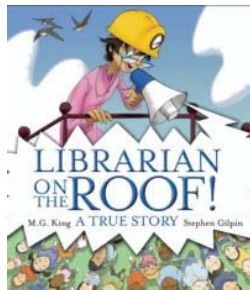
DeepFreeze

And since we are talking about DeepFreeze, be sure to look over the FAQ for basic and specific info about DeepFreeze and what it can do: <http://www.faronics.com/en/Support/FAQ.aspx>

What's New in the Professional Collection?

By Katelyn Patterson

Check out these new titles we got for the Professional Collection!



Librarian on the Roof (2 copies)
Risk & Insurance Management Manual for Libraries
The Public Library Policy Writer
Sears List of Subject Headings 20th ed.
Crash Course in Serving Spanish-speakers
And...

The Young & the Digital— author S. Craig Watkins will be keynote speaker for D3.Ten Tech Conference!
See the attached flyer or www.ctls.net for more information.



New You Can Use

By Laurie Mahaffey

Texas Ranger Books

As long as you have readers of Westerns at your library, you will have fans of true Western books as well. Mike Cox, Austin writer and former public information officer for the Texas Department of Public Safety, has written 2 new books about the Texas Rangers. Both published by Forge, they are under \$20.

The Texas Rangers: Wearing the Cinco Peso, 1821 -1900 and Time of the Rangers: Texas Rangers, From 1900 to the Present were favorably reviewed in the Austin American Statesman of August 29,2010. Cox has brought the story of the Rangers up to date; historian Walter Prescott Webb's 1935 book on the Texas Rangers was a classic of its time.

Two New Books

Jane Manaster, the delightful lay representative for the Austin Public Library, is an author and book reviewer. She offered to send in a couple of book reviews for this month's newsletter. I have known Jane for many years & am grateful to her for sharing her expertise with us.

Myth, Memory and Massacre: The Pease River Capture of Cynthia Ann Parker, by Paul R. Carlson and Tom Crum, Lubbock, Texas Tech University Press, 2010. 138 pages, \$29.95.

Texas historians enjoy revisionism, finding a well known story and turning it head-over-heels. No tale serves better than the capture and subsequent recapture of Cynthia Ann Parker. The little 9-year-old was abducted by the Comanches, then 'rescued' years later when she was a wife and mother, settled in her new life.

Paul Carson and Tom Crum deserve an award for their sleuthing talent. In researching Cynthia Ann Parker, they read and deliberated every piece of information they could lay their hands on: first-hand reports, letters, academic papers and several books. Their verdict? Pretty much everyone got it wrong! The heroic Lawrence Sullivan "Sul" Ross, who subsequently became Governor of Texas, was in reality an opportunist who traded on the legendary escapade for his own political ends. Along with an armed party of twenty Texas Rangers, and as many federal troops from Company H of the Second Cavalry, he raided a small Comanche camp. They massacred terrified men and women, and noticing a blue-eyed woman, they grabbed her, then found she was the long lost Cynthia Ann. Later, they claimed to have behaved admirably, though more likely, in view of the book's disclosures, it was abominably.

It's never nice to lose a hero but Sul Ross definitely earns a posthumous black mark for this unexpected disclosure. Maybe a whole book on a handful of questionable details sounds prolix, but no - it's a darned good read!

More Spooky Texas Tales, by Tim Tingle and Doc Moore illustrated by Jeanne A. Benas. Texas Tech University Press, 2010. 104 pages, \$18.95.

It's fun to transpose Texas history from politics and mayhem to spookiness. Native American author Tim Tingle got together again with Doc Moore to set familiar myths in new surroundings. Jeanne Benas's illustrations hit just the right mood. Ghost stories simply aren't my thing, but I read them with a couple of youngsters and they relished them. (Hmm! Badly chosen word with so much gore around!)

La Llorona at Mission Concepcion teaches the wide-eyed not to put faith in strangers. Mary Culhane tells about a revoltingly fleshless corpse who feasts on blood. There is even a tale about the *chupacabra*, a perennial monster that recently reappeared in a Yahoo story.

One account about a monkey's paw was too involved for me to figure, though a six-year-old of my acquaintance had no problem figuring it out. The book just lends itself to a Hallowe'en Storytime, but not for the tinies who wouldn't appreciate it.

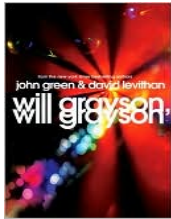
Waco's New Branch Houses Genealogy!

Waco is opening its new West Waco Branch in October and has moved its outstanding genealogy collection (headed by the talented Bill Buckner) to this facility. We are very happy for Waco and the researchers who will benefit from the expanded space. Most branch libraries don't have genealogy collections; a notable exception is the Clayton Library of the Houston Public Library System, which is entirely genealogy. Congratulations!

The Best New Teen Fiction I've Read (so far) this Year

By Jennifer John Patterson

Will Grayson, Will Grayson by John Green & David Levithan. Dutton, 2010

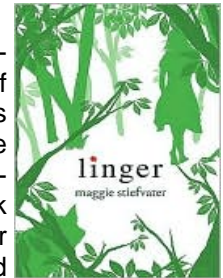


At heart, *Will Grayson, Will Grayson* is about a couple of kids figuring out how to be themselves. Two of those kids happen to have the same name, and not much in common outside of that, but their serendipitous friendship sets the stage for a much larger, braver, and more candid story than the simplicity of the plot might suggest. The relevance for teens here is clear--high school is the only time in your life when you have the undivided opportunity to obsess over your every move, sentence and outfit change...but the part about understanding who you are doesn't stop when you graduate. That's what makes *Will Grayson, Will Grayson* as interesting a pick for adults as it is for

teens: the questions don't get simpler, but looking at them through the eyes of a 16-year-old brings a welcome sense of honesty and humor to this thing called life. No one is ever too old to enjoy that. *Amazon.com Reviews - Anne Bartholomew*

Linger by Maggie Stiefvater. Scholastic, 2010

The wolves of Mercy Falls return in this sequel to *Shiver* (Scholastic, 2009), and familiar characters mingle with more recent recruits into the Minnesota werewolf pack. Sam, now cured of his werewolf affliction, is adjusting to year-round life as a human. His girlfriend, Grace, suffers from headaches and other symptoms that may be related to a childhood wolf bite...Meanwhile Isabel, whose brother did not survive the meningitis cure that saved Sam, feels a strong connection with Cole St. Clair, one of the newest members of the pack...Stiefvater's slow-perk style of crafting suspense builds to a satisfying boil in the final pages. This novel works better as a sequel than as a stand-alone read, but it's still highly recommended for fans of *Shiver* and the blockbuster supernatural romance genre. *SLJ, Amy Pickett, Ridley High School*



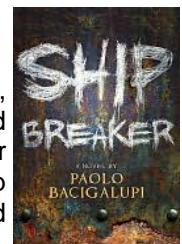
Girl Parts by John Cusick. Candlewick Press, 2010



David and Charlie are opposites. David has a million friends, online and off. Charlie is a soulful outsider, off the grid completely. But neither feels close to anybody. When David's parents present him with a hot Companion bot designed to encourage healthy bonds and treat his "dissociative disorder," he can't get enough of luscious redheaded Rose — and he can't get it soon. Companions come with strict intimacy protocols, and whenever he tries anything, David gets an electric shock. Parted from the boy she was built to love, Rose turns to Charlie, who finds he can open up, knowing Rose isn't real. With Charlie's help, the ideal "companion" is about to become her own best friend. In a stunning and hilarious debut, John Cusick takes rollicking aim at internet culture and our craving for meaningful connection in an uberconnected world. *(Publisher)*

Ship Breaker by Paolo Bacigalupi. Little, Brown and Company, 2010

In America's Gulf Coast region, where grounded oil tankers are being broken down for parts, Nailer, a teenage boy, works the light crew, scavenging for copper wiring just to make quota--and hopefully live to see another day. But when, by luck or chance, he discovers an exquisite clipper ship beached during a recent hurricane, Nailer faces the most important decision of his life: Strip the ship for all it's worth - or rescue its lone survivor, a beautiful and wealthy girl who could lead him to a better life. *(Publisher)*



White Cat by Holly Black. Margaret K. McElderry Books, 2010



Cassel comes from a family of curse workers -- people who have the power to change your emotions, your memories, your luck, by the slightest touch of their hands. And since curse work is illegal, they're all mobsters or con artists. Except for Cassel. He hasn't got the magic touch, so he's an outsider, the straight kid in a crooked family. You just have to ignore one small detail -- he killed his best friend, Lila, three years ago...his façade starts crumbling when he starts sleepwalking, propelled into the night by terrifying dreams about a white cat that wants to tell him something. He's noticing other disturbing things, too, including the strange behavior of his two brothers. They are keeping secrets from him, caught up in a mysterious plot. *(Publisher)*



By *Laura Perna*

Take advantage of this new opportunity from CTLS to help you prepare your local workforce for job searching in the digital age! Through the DLC, trainers will come to your library to conduct classes for your patrons on basic computer skills, internet proficiency, and job searching online. *You* nominate trainers in your area, spread the word locally, and sign up patrons for classes. *CTLS* will train the trainers and schedule classes with you. Apply by October 22nd.

Full details and application form available at

<http://www.ctls.net/resources/patron-services/digital-literacy-corps/>

A Note from CTLS Board President, Peggy Gibson

I want to personally thank Larry Ringer for taking up the banner and chairing the Taskforce on Bylaws committee. It was a huge load off of my shoulders and I really appreciated it. In the same vein, I thank those members of the committee who spent hours with Larry putting together the ins and outs, pros and cons and then hammering out a final draft for the board's approval. Any one who has ever worked on bylaws knows it is a tough and often thankless job and frequently it goes unappreciated. But not this time! I am formally thanking each of you for a job well done. Your contact with membership and each other paid off in a well drafted set of bylaws that passed unanimously at our Fall Membership meeting. Good job folks! **Larry Ringer, Chair; Linda Coker; Alayne Fuller-Ramsden; Eric Lashley; Susan Mann; Carolyn Manning; Tom Moran; Dale Ricklefs. You are a real RED LETTER GROUP!**

CTLS and TLA's D3.Ten Tech Conference

by *Kam McEvoy*



CTLS and TLA District 3 come together to bring you the [D3.Ten Tech Conference](#). Held on October 18 at Gullett Elementary School in Austin, experts from academic, school and public libraries will share innovative responses to the rapidly changing ways young people use media.

Our keynote speaker, UT Professor **S. Craig Watkins**, shares his findings about young people's social and digital media behaviors, and their innovative uses of new media technologies. **Chris Peterson** will catch us up with technology - find out what tech changes you missed this year. She'll also let us know what Google is up to, where it's going and what we should know to help our patrons. We'll have a **Speed Geeking** session where you'll learn about useful tech gadgets in ten minutes, then get some hands-on time with the gadgets, including iPads, iPod Touches, Kindles, and Nooks. The **Sheryl and Dianne Show** will feature AISD's Innovation Station - a combination computer, wireless keyboard and mouse, overhead projector, microphone, whiteboard and webcam. UT's **Cindy Fisher** will let us know what information literacy skills freshman college students need to have and how we can get them ready.

There will be door prizes and more, so please don't miss this fabulous event! Lunch is included in the \$25 workshop fee. **Register at <http://d3ten.eventbrite.com/>.**

Your Library – Are You Worth It?

By Suzan Nyfeler

George Silverman, author of *The Secrets of Word-of-Mouth Marketing*, says, “*Getting people to talk often, favorably, to the right person in the right way about your ‘product’ is far and away the most important thing that you can do as a marketer.*” What are people saying about YOUR library? Are you as welcoming as a comfy living room or are you the place where more rules equals “better” service? Do you find yourself saying, “No one knows what we have at the library”? Are you offering services that YOU want to provide (translation: We’ve always done it this way) or services that the PUBLIC wants? People need to know that your library is worth it – worth their time, their dollars and their support.

Lauren Burnett, President of the Center for Inner Quality, led a workshop after the membership meeting entitled, *Revitalize Your Message: Convey Library Value So People Will Listen*. She led us through several exercises. One was on learning to talk value. We had to come up with a listing of “what’s in it for me?” – me being the customer. Did you know that people respond when we explain how what we offer affects their work and life? Libraries don’t just offer storytime – we stimulate curiosity in the minds of young children. We don’t just have 15 computers – we offer free access to job-hunting resources – and helped 4 homeowners find a job in September. We didn’t just circulate 3,092 items last month – we saved taxpayers \$77,300 (3,092 x \$25/item)! Think of it as the difference between what we DO and what we DO FOR our communities.

The most powerful messages are ones that tie in the head and the heart. People need facts, but they respond to stories. Lauren encouraged us to collect stories of how we helped someone apply for a job, learn English, start a small business, complete a school report, plan a golden anniversary trip, or locate family history.

About 20 years ago, I attended a workshop on serving Hispanic patrons. While I don’t recall the sponsoring organization, I do recall that I was one of the few Anglos in the room. After a day of discussion on services, outreach, and lots of listening, I came away with one of those life-changing insights: Librarians must be ready to ask – and really hear – what our customers want. And then we have to be willing to change what we do to fit their needs, even if it means getting rid of “the way we’ve always done it.” Scary.

Speaking of scary, who has time to do all of this planning and musing? Yes, it’s important, but so is keeping the library running on a shoestring staff and budget. CTLS is here to help you figure out how your library is “worth it.” Our large group workshops let you get out of the office. Our on request training is available at your library and on your schedule. You can learn at your desk every 3rd Thursday with our new Collection Development webinar series. And we also offer Image Audits (undercover “shoppers” tell you what your library looks/feels like to your patrons), collection development and weeding services (what “flower to plant” and what “weeds to pull”), and Long Range Planning (to help you know where you’re going and why). All of this info is available at www.CTLS.net. If you’d like a hard copy of our workshop brochure or extra handouts from Lauren Burnett’s presentation, let me know at suzan.nyfeler@ctls.net.

What’s Happening Around the System...

By Katelyn Patterson

- On October 16, the **Bastrop Public Library** will have a Day of the Dead Celebration. Our Day of the Dead Celebration is an event to highlight recently purchased new Spanish language materials purchased with grant funds provided by the Texas Book Festival. This grant has allowed the Library to purchase close to 200 Spanish language books and DVDs for adults and children. Entertainments include bilingual storytelling, sugar skull decorating, mask decorating, and marigold paper flower creations. Refreshments will be served. The event will start at 11 am and conclude at 12:30 pm. It will be held in the Bastrop Public Library meeting room at 1100 Church Street Bastrop, Texas. For further information, contact Sheilah Kosco at 512-303-0934 or email at skosco@bastroplibrary.org
- The Llano County Book Festival begins Monday, October 4 and runs through Tuesday, November 9th. Check out the list of events on their website: <http://llano-library-system.net/book%20festival.htm>.

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



October	16-17	Texas Book Festival ~ Austin, TX
	18	TLA District 3 Technology Conference ~ Austin, TX
	19	CTLS Board of Directors Meeting ~ Taylor Public Library
	21	Third Thursday ~ What's New in Audiobooks?
	31	Halloween!
November	3	Plinkit Workshop ~ Waco, TX
	4	Plinkit Workshop ~ San Marcos, TX
	11	Veterans Day ~ CTLS Offices Closed
	18	Third Thursday ~ Building a Career Center
	25-26	Thanksgiving Holiday ~ CTLS Offices Closed

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

CTLS Directory

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Central Texas Library System

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Happy Halloween!