



CTLS Newsletter

April 2011

No. 100

Use Your Community Newspaper to Spread the Word on Library Cuts

By Pat Tuohy

What is your local newspaper saying about the cuts to your library? Here is an example of an outstanding article that can inspire a news story for your local paper. Think about writing an article based on the libraries within your county. You can collect the quotes and get the negative impact that the loss of funds will have on your operation. This is a great format for a clear and factual article which any overworked local newspaper editor can use.

Libraries Take Hit with State Budgets

The Hillsboro Reporter – March 17, 2011 by Arthur Mann

Librarians and supporters across the state are on the battle lines in Austin as they try to reverse what state budget writers have done to their programs. The Texas Library Association (TLA) recently hosted its legislative day as over 250 librarians and lay representatives visited with legislators at the capitol. On their minds was restoring funding to a variety of programs administered by the Texas State Library and Archives Commission (TSLAC) for public, academic and school libraries.

According to Gloria Meraz, TLA director of communications, “big fat zeroes” were all librarians found when reviewing the budgets filed by the House, Senate and Governor Rick Perry. That included such programs as TexShare that was previously funded at \$8 million, Loan Star Libraries at \$13.4 million and K-12 databases at \$5 million.

There was also \$3.5 million dedicated to systems, TRAIL, consulting, Texas Heritage Online and state-publication depository. The proposed budgets translate into a 99-percent reduction in state funding for local library-aid programs, a 93-percent drop to library resource-sharing programs and an overall 70-percent decrease in state funds.

Ms. Meraz pointed out that this doesn't include the loss of matching federal funds, which could be another estimated \$8 million.

Those funds are used by the state library to fund systems, which function similarly to education-service centers, providing library support services in geographical areas across the state.

Libraries in Hillsboro, Whitney, Mount Calm and West are part of the Central Texas Library System. If the systems were eliminated for the four libraries the loss has been estimated at \$8,745, \$8,880, \$13,505 and \$8,458 respectively.

In addition to systems, federal money is used for the interlibrary loan (ILL) program, where books that are not available locally are borrowed from other libraries. In Hillsboro alone, the library borrowed 968 items in 2009 through ILL, and that number increased to 1,099 last year.

Hillsboro Library Director Susan Mann estimated that the cost for her facility to process ILLs is \$4,000 annually.

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CTLS Board of Directors:

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When all state programs are factored in, Hillsboro stands to lose goods and services valued at \$20,000, according to the director. Ms. Meraz pointed out that all federal money is in jeopardy because of the lack of matching funds from the state. The cuts in funding come at a time when library usage is at an all-time high. "When there is an economic downturn, libraries always become more busy," Mrs. Mann noted. "Patrons come in to use our computers and other resources to look for jobs or fill out online applications. Others can no longer afford connectivity at home, so they use the library computers."

To back up the claims, total circulation figures in Hillsboro went from 46,674 in 2009 to 73,917 last year. That trend appears to be continuing with over 10,300 items already circulated through the first two months of 2011. In the computer department, 6,191 people used the Hillsboro computers in 2010. They accounted for 16,616 computer sessions, an average of nearly 56 per day, for a total of 11,489 hours. According to Denise Carter, director of the Lake Whitney Library, computer sessions at her facility in Whitney totaled 8,808 last year.

After the budgets were filed with the respected chambers, library supporters had attempted to get \$5 million restored to TexShare, \$4.125 million to systems, \$4 million to Loan Star Libraries and \$5 million to K-12 databases to try and make the programs viable. Through earlier this week, only \$2.5 million had been restored to TexShare by members of the House Appropriations Sub-Committee which oversees Article I programs, which includes TSLAC. The K-12 database is funded through the Texas Education Agency, which is in Article III is considered the building block for student research and provides professional development resources for teachers.

The Appropriations Sub-Committee hearing on that portion of the budget failed to add any funding for the databases, which will affect every school campus in the state, according to library officials. "With almost all local library programs facing local cuts, the loss of statewide programs will mean a further shrinkage of resources and access. For public libraries, which stand to lose all of the Loan Star grants, I suspect that programming and technology will suffer the most," Ms. Meraz said. State Library reports show that the primary uses of Loan Star funds included paying for programming –such as workforce development, reading programs and homework assistance—and needed equipment, such as computers.

Other uses of Loan Star funding have been to support hours of operation. "With so many libraries having to scale back days and/or hours of service, the loss of these funds that could help keep the doors open a bit longer will translate directly into community access. If library programs are not kept viable, the state will undo a generation of progress and break a long-standing and fundamental commitment to the people of Texas," Ms. Meraz added.

The TLA has started a Save Texas Libraries campaign and petition, which can be signed electronically at www.txla.org/legislative-update.

The Hillsboro City Council passed a resolution Tuesday evening, March 15, requesting the Legislature restore the funding.

The San Jose Way

By Kam McEvoy

In the current economic climate, tough choices are ahead of us. Will our libraries scale back to "core" services as they were defined in the 1960s or are we willing to give up some things we've always done (and are comfortable doing) to meet the needs of the 21st century patron? What is the best use of our libraries' resources when serving the community? Are there policies or procedures your library could adopt that would make life easier for both you and your customers? (No fines or automatic renewal of books to minimize fines, for example.)

The San Jose Public Library has adopted innovative practices that show results in customer satisfaction and circulation numbers. Their guiding principles include putting customers first, teaching customers, reinventing environments, and enabling staff to be creative and effective. Below is a list of tangible practices from SJPL that you might already be using and some that might seem pie-in-the-sky. But are there practices that resonate with your library's mission which you haven't been able to implement because of real-life barriers? What would it take to overcome those barriers? How can we align our mission with our practices in the most cost-effective way? (<http://www.sjpl.org/innovation>)

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Collection Management

- Print reference collection reduced to emphasize electronic collections, databases, online training.
- Web management by subject specialists.
- Emphasis on popular materials, media, and families in branches with central resource “warehouse” collection retrievable on demand.
- Scheduled review of collections takes place annually based on community needs.

Increased Access to Electronic Resources

- Emphasis on e-reference sources including databases, ebooks & Internet resources.
- Increased number of PC stations more conveniently located throughout the library.
- *Ask Now* live online reference assistance 24/7.
- Downloadable ebooks, audio books & music, plus browsable ebooks.
- All staff are trained on self-directed service kiosk to teach customers how to search for items, reserve a computer, apply for a card, renew items, pay fines online, and monitor their accounts.

Bookstore Look and Feel

- Bountiful displays of books and media.
- Popular, high turnover collections displayed in the “marketplace.”
- Use of retail-like fixtures.
- Food and drink available.
- Community gathering place.
- “Third Place” promotion.

Programs

- Daily programming provided by highly trained staff, volunteers, and community partners.
- Weekly Internet & word-processing classes and tutoring for all ages.
- Family Learning Center for emerging literacy help.

Customer Service

- All staff are cross-trained for seamless public service delivery, basic reference, storytime, Internet training.
- New roles for staff on the public floor, assisting, and teaching customers.
- Librarian’s role is evolving to include designing, training, supervising, and coaching staff.
- Backroom duties reduced to allow more direct customer service by all staff.
- High-interest collections (like DVDs and new books) are shelved only by first letter or first digit to assist in fast turn-around in our Direct Shelving method.
- Volunteers partner to share knowledge and help us meet community needs.
- Staff promote a flexible, dynamic, entrepreneurial work environment.

Self-Service

- Self-check machines replace large circulation desks.
- Holds pick-up is self-service for customer convenience.
- All staff are able to troubleshoot self-checks and provide Greeter assistance.
- Staff are on the floor where the customer is, using the Single Service Point as a rendezvous point with customers. Staff maintain the Marketplace, merchandise collections, and facilitate the customer experience, always visible and available.
- Intuitive library layout for easy self-directed service and navigation.

Maximize the Potential of Your Public Library

A portion of an International City/County Management Association report
reprinted with permission from the organization.

For library directors and senior personnel, especially branch directors:

- Think outside the walls of the library and beyond collections and circulation. Understand the issues in your community and explore how your library can make positive contributions and promote the expanded view to all library staff.
- Build relationships. Don’t wait for the senior leadership of your community to invite you to a conversation; take the initiative. Do not let yourself be out of sight and out of mind. Be visible.
- Invite community leaders to the library, especially to special events that you are sponsoring, whether or not they are already advocates (e.g. elected officials, Friends of the Library, board members, etc.)
- Think about events you can sponsor that are relevant to the issues in your community to demonstrate your relevance to community leaders.
- Nurture and preserve the library’s positive image with the public and the perception that the library is a safe and neutral space. These are among the strongest asset of libraries.

For funders:

- Serve as a catalyst to bring people together across agencies and sectors. Grants, even in relatively small amounts, can promote community connections. We recommend requiring partnerships as a qualifying element in grants when appropriate.

News You Can Use

By Laurie Mahaffey

Texas Library Association Conference in Austin!

For the first time in several years, the Texas Library Association's annual conference will be in Austin in April. The programs are wonderful, the speakers enlightening, the exhibits informative, and the networking is superb. Many people, including our own Executive Director and her husband, have been working hard on the Local Arrangements Committee to insure a worthwhile conference experience for all attendees.

If you have not yet made your plans to come to Austin the second week of April, it is not too late. Even if you think you can only spare the time to visit the exhibits, we can send you a free "exhibits-only" pass, courtesy of one of the library vendors. Just send me an e-mail at laurie.mahaffey@ctls.net, and I will forward that to you. Bring a staff member, a board member, a Friends member, or someone from your city administration. The exhibit hall has more exhibitors than any other library conference except the American Library Association's. Furniture vendors, book vendors, automation vendors, puppet vendors, storytellers, and folks who sell various electronic products will all be displaying their best. Go to TLA's website at www.txla.org for more information.

Depending on where you are, this may be the closest the conference will be for a few years. The Central Texas Library System will have a booth in the exhibit area, so stop by and say hello! One more tip: wear comfortable shoes.

Now Scheduling Visits!

If you have thought about asking one of us to come out and visit your library, now is the time to call. We are trying to make it out to every library this year. Please don't be shy about inviting us, whether you have a special project in mind or would just like someone to look at what you're doing. We make site visits!

If you'd like help with a weeding project, I would be happy to visit with you or teach your staff how to weed. Just give us a call at the system office.

Green in the Library



It isn't easy being green...or is it? Here at the CTLS office, we take coffee grounds, banana peels, and similar vegetation trimmings home to our compost piles. That could be done at your library; just keep a closed container (coffee can or yogurt carton) under the sink and ask staff & volunteers to add their coffee grounds (etc.) to it. Then rotate who gets to take the organic treasure home to enrich their compost pile.

Most libraries already save paper by using the reverse side for "scratch". One could even be alert to unused parts of this scratch paper that would make good list paper or book marks, and cut accordingly. I keep a file folder to the side of my desk for small pieces of paper to re-use. In the folder, it's out of sight and yet readily accessible.

Many of us remember when President Lyndon Johnson was in the White House. He reportedly went around turning off the lights in unused rooms. As a young man during the Depression, and as a champion for rural electrification to the Texas Hill Country and other remote areas, President Johnson set an example of managing electricity, even in the White House! Turn off lights in rooms you are not using, or have an electrician install the kinds of lights that turn on only when someone enters a room.

Check out these titles from our Professional Collection!

- Public Libraries Going Green by Kathryn Miller
- Building Science 101: A Primer for Librarians by Lynn Piotrowicz.
- How Green is My Library by Sam McBane Mulford
- Countdown to a New Library by Jeannette Woodward



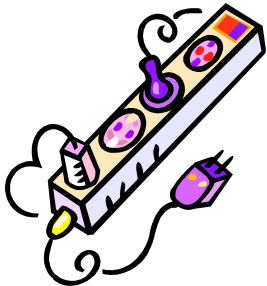
Email katelyn.patterson@ctls.net for more information!

See page 7 for a preview!

TANG Tech Tips:

Getting by with less, or making the most of what you have!

By Holly Gordon



This article is mostly “food for thought” rather than my usual “how to”. Many of you have asked for ways to simplify your networks. Here are a few ways to make your network and IT easier to maintain, more secure, and also “greener”. Give these ideas some thought, and please contact Holly Gordon at CTLS for assistance implementing any of these changes.

1. If you have a **server**, considering getting rid of it. For instance, if you once had Athena but now have Apollo, your library database is no longer on your server. Make a list of what you are using your server for now, such as:

- Backup
- Domain controller
- DeepFreeze Console
- Symantec Enterprise
- Shared files

There may be a cheaper, more reliable, and simpler ways to do these functions. For instance, backup and shared files can be handled by a **Network Attached Storage** device (aka NAS), which is a relatively cheap and easy to use device that costs about \$200 for 1TB of storage.

2. To secure your staff computers and resources, **segment your network**. There are a few ways to do this:

- As I have described in an earlier article, you can do this with a relatively cheap router <http://www.ctls.net/technology/networks-in-libraries/segmenting-a-network/>
- Or better yet, consider the GuestGate gateway, which will segment public and wireless users from staff resources, and can easily be used to throttle ports (e.g. limit bandwidth so that the staff still has enough bandwidth to operate) <http://www.guestgate.com/>
- Considering getting a separate line for your public and wireless users. This is not cheap, but you can't get much more secure than completely separate networks!
- Do not scrimp on antivirus, backups, and lockdown products such as DeepFreeze. These save you so much time that the initial cost really means nothing

3. Look into **Thin Client**:

Here is a basic definition http://en.wikipedia.org/wiki/Thin_client. Thin client may or may not be cheaper initially, but consider it if you have more than a few public access computers, or if you are considering adding a bunch of new computers (say 5+) at once.

Systems a few CTLS libraries are using:

- Useful Desktop <http://www2.userful.com/>
- American Technology Systems <http://www.americantechnologysystems.com>
- Pano Logic also has experience with libraries -- <http://www.panologic.com/>

4. And now a little review of internet tools, terminology, etc.:

- To learn which internet providers are available in your area, and what speeds they advertise, enter your address into this tool: <http://broadbandmap.gov>
- For a snapshot of what speed you are getting from a computer, use this tool: <http://www.auditmypc.com/internet-speed-test.asp>
- Understand the difference between **download and upload speeds**. As a library, you really only care about download speeds. Chances are that your library is not uploading large amounts of data.

Keeping Library Events Green

By Jennifer John Patterson

After putting on library events for most of my working life, I agonize pretty frequently about trash. Many of the events I've enjoyed the most have resulted in way too much garbage – small plastic water bottles, paper plates, Styrofoam cups, large plastic beverage cups, empty box lunch boxes - an embarrassing, guilt producing amount of refuse which isn't going to be recycled!!

So what's an event planner to do? How do we put on delicious snacks and meals without the attendant guilt? Here are a few ideas from off the workshop circuit:



- For library events, buy some inexpensive mugs and plates and wash/sterilize them after every event. As a branch manager, I used Friends money to buy 24 luncheon size plates, mugs, plastic glasses, and stainless flatware. We used those for most library events. That way, it was only the largest gatherings which required using disposable supplies.
- Buy only paper hot beverage cups and plates. This may take a little preplanning, since grocery stores usually have Styrofoam hot cups, but office supply stores usually have paper cups.
- Get a couple of those 2-5 gallon water/beverage dispensers and brew your own tea, or make juice drinks, or just to serve water and ice.
- Use paper cups or reusable plastic glasses. I know, I know, disposable plastic glasses look prettier than paper, but how will they look 50 years from now?
- Forget disposable party trays, or re-use them until they are cracked, scratched and clearly useless junk. This means a little more work slicing cheese or preparing veggies and fruit slices, etc. but everything tastes better and you're not wasting so much packaging.
- Box lunches are so easy it's always tempting to order them, but it's more ecological to serve 2 or 3 varieties of pre-wrapped sandwiches, bowls with whole fruit, bags of chips, and cookies.
- Recycle whatever you can get your community garbage service to recycle. Fight for what you know is right!

Better World Books

By Katelyn Patterson



We are big fans of weeding here at CTLS. But what do you do with your discarded books? Some of our members have a yearly or ongoing book sale. Others donate them!

Mindy Reed is manager of Recycled Reads here in Austin, the resale store for the Austin Public Library. I recently asked her what Recycled Reads does with books they cannot sell. Mindy said "On a small scale, we turn some of the material we can't sell into **book art**. On a larger scale, the books we cannot sell go to **Better World Books**. BWB donates a portion of their proceeds to support literacy and library programs around the world. Based in Alpharetta, GA, they work with library systems and bookstores across the country to process unwanted books and use the efficiencies that come with such a large operation to insure regular materials pickup from our store. They even provide us with boxes and packing tape to make their shipping and processing more efficient – and with our limited budget, every little bit helps! The social aspect of their business model is also large scale. According to their website, Better World Books has currently raised over \$9 million for literacy and library programs and reused or recycled 50 million books! In addition to these good deeds, they are also committed to reducing the environmental impact of their operations. A few cents from every customer goes directly to Carbonfund, the leading non-profit provider of carbon offsets. This small amount is enough to offset the carbon generated by both their shipping and the shipping of their literacy partners."

Can't beat that! What does your library do with discarded books? Let me know (katelyn.patterson@ctls.net)!



Green is Also the Color of Money

By Suzan Nyfeler



Green Your Building

Green is also the color of money. Here are some money-saving ideas from Building Science 101 and Pulbic Libraries Going Green, also mentioned on page 4.

- A paint shade can brighten an indoor space, naturally saving electricity. Light-colored paint reflects the sun's heat and makes the room brighter during the day, reducing the need for artificial light.
- Compact fluorescent light (CFL) bulbs are energy-efficient bulbs that are more expensive but use 75% less electricity and last five to seven times longer than traditional incandescent lightbulbs.
- Interlibrary loan is a green library service because it matches users with their information needs and avoids duplication and overbuying in library collections.
- Recycle weeded books through book sales, donations, and craft programs. For a list of companies that resell/recycle library books, go to www.CTLS.net, click on Suzan's Useful Links and then "Recycle."
- Install programmable thermostats that allow for both weekday and weekend programming.
- Use ceiling fans – but make sure they are going in the right direction: Counterclockwise for summer; clockwise in winter.
- Use window film to decrease solar heat gain.
- Have your HVAC units serviced before each season.
- Turn down your hot water tank to 105°.
- As they wear out, replace appliances with low-energy ones.
- Landscape with low-water use, native plants.

Green Your Library Programs



- Use recycled materials in your children's craft programs (yes, we've all been doing this for years but still worth mentioning)
- Put out a drop box asking for donations of recycled materials like fabric, sewing notions, crayons, boxes, cardboard tubes, CD cases, greeting cards, lids & caps, light bulbs, and puzzle/game pieces
- For an easy teen/tween program, bring out a box of random recycled materials and tell them to make something they can wear, something they can sit on, something that makes noise.
- Ask local experts to provide adult programs on beekeeping, growing a vegetable garden (OK, in most places this is normal; others a novel idea), landscaping with low-water or native plants, collecting rainwater, raising chickens, re-



ducing home & business energy costs, etc. Where to find experts? County extension agent, hardware or feed store owners, farmers, garden club, local utility company, Chamber of Commerce.

- Sign up for a free weekly newsletter on creative recycling, crafts, activities & tips at <http://familycrafts.about.com/c/ec/41.htm>
- Tell patrons how you can "save them some green" through free loan of thousands of books, magazines, movies & audiobooks. Mention all your free programs as well. (There are still people who don't know that the library is free).
- Sell cloth shopping bags featuring your library's name and logo.

Green Books for Kids!

- Wonders of Nature (Little Golden Book) by Jane Werner Watson (ages 2-5)
- Tess's Tree by Jess Brallier (ages 4-7)
- Here Comes the Garbage Barge! By Jonah Winter (ages 4-8)
- The Inside Tree by Linda Smith (ages 4-8)
- We Planted a Tree by Diane Muldrow (ages 5-8)
- The Smash! Smash! Truck by Aidan Potts (ages 5-8)
- Nature Girl by Jane Kelley (ages 8-12)
- Good Growing: A Kid's Guide to Green Gardening
- Where Does the Garbage Go? by Paul Showers (ages 5-8)
- Ubiquitous: Celebrating Nature's Survivors by Joyce Sidman and Beckie Prange (ages 6-11)
- One Well: The Story of Water on Earth by Rochelle Strauss (ages 9-11)

And finally, I can't pass up the chance to remind us all that the subject of the environment can be - for some folks - a hot button issue. As librarians we should be aware of different viewpoints and work diligently to represent them in our collections. (We should also be aware of our own interests and biases and make sure that our collections include materials contrary to our own beliefs). Does your collection lean to the left or to the right, or as the sage once said, does your library have "something to offend everyone"? If you need help finding material from different viewpoints – or on any topic for that matter – give CTLS a shout. Laurie does a bang-up job on adult non-fiction, Texana and genealogy; Jennifer is our go-to person on adult and teen fiction; and I've got you covered on materials for children.

CTLS congratulates **Michelle Cervantes** for being named Director of the **Round Rock Public Library!**

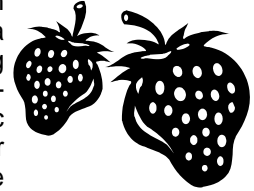


Green Ideas from Around the System...



The library is already one of the greenest & efficient places we know! Most of you are probably already doing some of these things.

- **Gatesville** collects used cell phones and printer cartridges for Planet Green to recycle. Planet Green sends you collection boxes and pay shipping, then pay you for each item you send them for recycling.
- La Grange Community Gardens is being established across the street from the **Fayette** Public Library. Here is the link to their website: <http://www.lagrangecommunitygardens.blogspot.com/>. In one of the pictures, you can even see the library in the background.
- **Salado** has a vegetable garden (4x4'), an herb garden (4x4') and a strawberry garden (4x8'). They are just starting to harvest strawberries from their patch! They also have a memorial garden that has only Texas natives along with a sculpture and viewing bench. Their library is working with local master gardeners and master naturalists to create a plan for the library yard once our proposed renovation is complete. Salado Public Library hopes to go entirely native in the front of the library and to create a much larger kitchen garden on the south side of the library where the vegetable and herb gardens are now.



The Village of Salado just recently started a volunteer recycling program. It has been so popular that it was expanded from 1 to 2 days a week. The library recycles almost everything and the amount of material that is set out for the trash has dropped by two thirds. They re-use printed paper by cutting it in 1/4s and putting it by the computers for scratch paper. They also use paper printed on one side for wrappers for reserve books. After those uses the paper goes into the recycling. Also, they use only fluorescent bulbs in the library.

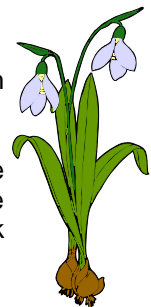


- **Elgin** Public Library is planting a butterfly and hummingbird garden in the front of the library on April 6th. They will put in plants, seeds, stepping stones, bird bath, and mulch.
- The **Round Rock** Public Library will be hosting some events and displays centered on Earth Day. One such event is an experiential workshop on Deep Ecology largely based on the work of ecologist Joanna Macy (<http://www.joannamacy.net>) and will include many experiential activities that help to unpack our connectedness with each other and the natural world. It will also include stories and examples from Systems Theory, pulling from Donella Meadows' work: *Thinking in Systems: A Primer* (<http://www.sustainer.org>) and also from the work of Collin Beavan (<http://noimpactproject.org>).

They have plans to use their spinning book towers for an adult display titled: *Put Spring Back in Your Step: Re-connecting with Your Food and Your World* that will feature books that represent a global view on food.

They are discussing a participatory blog or display about the City's new recycling program to highlight some of the challenges that residents are facing in the transition to this new service.

In Storytime they have been growing a flower from a bulb, checking its progress each week. The children's librarians are looking for a source to bring tadpoles, caterpillars, or chick eggs into the programs for the children to observe, as well. The themes for the children's programs each week lend themselves to connections to the planet: Pond Animals, Baby Animals and Earth Day.






The city's recycling workers visited the children's programs briefly last month, and since then have been exploring ideas for a return visit during their Earth Day unit; the workers brought crafts they had made from found and recycled objects last time they visited. They currently have a display of recycled art atop the shelves of the children's collection.



- Here at **CTL**s we buy recycled office supplies when possible. Sometimes it can be more expensive and sometimes (like buying refurbished printer toner cartridges) it can save you money!



CTLS Calendar of Events

April	12-15	TLA Annual Conference ~ Austin, TX
	21	3rd Thursday: Books for Book Clubs ~ Online
	21	San Jacinto Day 
	22	Earth Day 
May	19	3rd Thursday: Lariat List ~ Online
	30	Memorial Day ~ CTLS Office closed 

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

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Earth Day is coming up on April 22nd!

Some of the articles in this newsletter will focus on related topics. We hope it will answer any questions you might have about being “green” and what that can mean for your community. If you have any tips or stories you would like to share on this, please contact Katelyn (Katelyn.patterson@ctls.net) or send them to the list (ctls-l@lists.ctls.net)!



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Central Texas Library System

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Reduce, Reuse, READ!