

CTLS Newsletter

May 2012 No. 112

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CTLS at This Year's TLA

by Pat Tuohy

The Texas Library Association Conference in Houston, April 17 – 20, was filled with outstanding presenters, productive meetings, and several surprises. The Houston TLA conference was the second one in which CTLS had a booth in the Exhibits area. Paid for with non-grant funds, our exhibitor space allowed CTLS librarians and staff to spread the word about our services and fees for FY 2013. It gave interested members a chance to ask detailed questions about our services at both levels, optional fees for expanded services, and on-site continuing education offerings next year. It also gave us an opportunity to recruit member libraries from all over the state. CTLS shared its space with North Texas Library Partners staffers dona wiseman and Judy Daniluk. The NTLP staff distributed materials about their membership offerings along with the CTLS materials.



Some of the CTLS librarians staffing the booth were Veronica Grooms, Larry Koeninger, Barbara Hathaway, Morgan McMillian, Sheilah Kosco, and Mary Jackson. Retired STLS Coordinator Alice Nixon and current AALS Coordinator Kathy Sturtz took turns promoting CTLS membership to librarians from AALS & STLS attending the conference. Former Organizational Development specialist Jennifer Patterson lured conference goers into the booth with homemade cookies and good cheer. Thanks to all named and unnamed members who contributed valuable conference time to this effort.

On a personal note, I would like to thank the many people who have sent their congratulations regarding an award I received at the conference. Out of the blue, the Texas Library Association awarded the Distinguished Service award to me at the Wednesday General Session. This was a most gratifying, humbling, and unexpected honor. I have had the incredible good fortune to work with the most wonderful and public spirited people in Texas – librarians. This work has been its own reward. Thank you all for your support, good wishes, and confidence.

Central Texas Librarians Receive TLA Awards



At the TLA Conference this past week, Pat received the *TLA Distinguished Service Award*. We are so proud of her! This award recognizes substantial demonstration of leadership to the profession. For over 30 years, Patricia Tuohy has provided outstanding leadership for the Central Texas Library System, a system that has grown from 37 to 80 libraries during her tenure. She has also held a number of diverse TLA responsibilities, most notably serving as the Local Arrangements chair for Legislative Day in Austin since it began in the 1980s. Congratulations, Pat, for this well-deserved recognition!

The *TLA Lifetime Achievement Award* was given to Julie B. Todaro, Austin Community College, Dean of Library Services (shown here being congratulated by Mary Jo Venetis). This award recognizes an exemplary career in librarianship. Dr. Todaro's exemplary career spans over 35 years as a public and academic librarian, library educator, consultant, trainer, and author. The Dean for Library Services at Austin Community College, Dr. Todaro has served in numerous areas in TLA, including President in 2000-2001. Congratulations, Julie, and thank you for all that you do for libraries!

The *Libraries Change Communities Award* went to Heather Schubert of Eanes ISD for the Austin Teen Book Festival. Given in recognition of a collaborative community effort to promote outstanding library-based initiatives in Texas, Heather Schubert coordinated the efforts of public and school librarians, student volunteers, an independent bookseller, Young Adult authors and publishers, and the Friends Foundation to create a celebration of teen reading. What an amazing festival!

News You Can Use

by Laurie Mahaffey

Recent Non-Fiction Titles

New Biography of LBJ

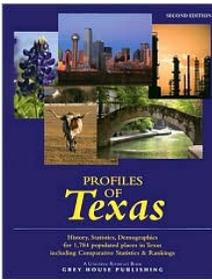
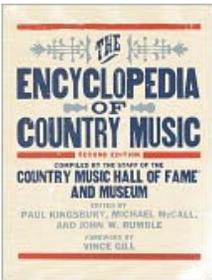
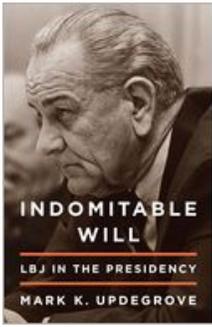
President Johnson left his mark on our part of Texas. This native son spent many years in public service. The current Executive Director of the LBJ Presidential Library and Museum, Mark Updegrove, has written a Johnson biography which "is not meant to be a definitive presidential biography, but a collection of impressions illuminating the totality of who he was, what he did, and what it meant." *Indomitable Will: LBJ in the Presidency* was published by Crown and is \$27. The book was reviewed in the Austin American Statesman on April 16, 2012.

Update of a Reference Work

A long-needed update of the *Encyclopedia of Country Music* has been released by Oxford University Press. Whether you own the older edition or not, this is worth buying. Lists of best-selling albums, award winners, and Grand Old Opry members are included, and the text is written by Country Music Hall of Fame staff members. Priced at \$65, it is 640 pages and was reviewed favorably in the April 2012 issue of *Library Journal*.

New Texas Reference Book

The third edition of *Profiles of Texas* has been published by Grey House. It is also online in Ebrary, Gale, MyLibrary, NetLibrary, and OverDrive. Although the print version is \$149, the book has 884 pages and includes maps. The volume "presents the most up-to-date demographics for 1,784 census-recognized locales and all 254 counties." Reviewed in the April 2012 issue of *Library Journal*, the book is "invaluable in Texas libraries."

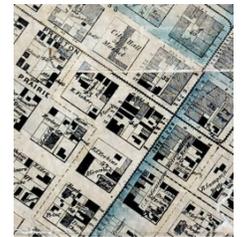
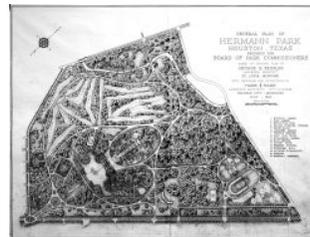


Interesting Tidbits from the TLA Conference

On Tuesday of conference week, I attended a pre-conference that was packed with useful information. One of the speakers, Liz Sargent, runs the Houston Metropolitan Research Center. While they are not the archive for their city (each department keeps their own), they have several collections on local houses of worship, companies, architectural firms, and photographs. Is anyone doing that for your town? Could your library do it?

I did not know that:

- Marriage licenses were not kept at the state level in Texas until 1965.
- Ancestry.com has an archive of Laredo border crossings.
- The Texas State Genealogical Society offers a matching grant for preservation of county records.
- Ancestry Library Edition has the 1930 census of Mexico.



News Around the System

The Lake Travis Community Library District broke ground on Wednesday, April 25, for their new 11,000 square foot building. Congratulations to Library Director Morgan McMillian, longtime supporters Dr. Carol Black and Nancy Pencsak, and district library lovers!



The Kyle Community Library is holding a grand opening for their new library building on Saturday, May 12, from 1 to 4 p.m. The library is at 550 Scott Street, just a few blocks southwest of the old library. The new facility is 20,000 square feet, 4 times the size of the previous building. Best wishes to Library Director Connie Brooks, her staff and board, and the residents of Kyle!



Smithville is in the beginning stages of a new library building. An architectural firm has been selected: Hidell and Associates. We look forward to watching the progress under the careful eyes of Library Director Judy Bergeron.

Make your Library's Message More Effective

by Kam McEvoy

Eddy Smith and Jeff Warr presented a session called *Change your Library's Image through Marketing* at the TLA Conference and had these tips to share about promoting libraries.



1. Never advertise to everyone. Most companies don't really know who their customers are and what motivates them. No product or service is right for everyone. Study your customers/patrons, then define your audiences.

2. Decide exactly what you are selling. Study the consumer and determine what they need and want to buy or experience. Then sell that to them. You may not have to change your product or service to do it. It might just involve changing the way you promote yourself.

3. Don't cut back on your promotional budget when times are tough. Advertising is the activity that is responsible for selling what you offer – and creating demand! Advertising is an investment and not an expense.

4. Utilize Chinese water torture. Advertising was invented by the same person who invented Chinese water torture. Drop after drop, after drop. Consistency and repetition over time can get just about anyone to do just about anything. Advertising takes time to work.

5. Do something to cut through the clutter. On an average day you • see 2,500 ads • attend 12-15 • recall only 3. Give people something fun to read/watch/listen to that gives them a benefit that is memorable. Hire a pro to build your ad messages.

6. Pack your ads with spoken language. That's how we think and talk, and ads with spoken language make it easier for your patrons to read.

7. Give your advertising a vacation. Use a flighting or pulsing strategy for greater impact. In other words, do not advertise continually.

8. Have events and promote them heavily. Surprise your patrons by staging events they might not expect – surprise! Art shows, performances, literary events, movies, seminars, or research/writing clinics.

9. Seek positive publicity. Publicize your organization's honors. Stress significant accomplishments of your employees. Donate time/space to causes that are important to your customers, consumers, supporters and financial decision-makers. They will love you in return.

10. Update your "retail" environment. Patrons notice and appreciate improvements. Changes attract attention and say you value and want their business. Be sure to do something special for events and holidays.

11. Make sure you offer exceptional customer service. People go where their business is wanted and where they feel special. Train EVERYONE in your library in customer service techniques. Always respect your customers – put them first. And be sure to ask your patrons what they want!

Easing into New Technology

by Zak Rousset

I attended a great session at TLA called *Easing Staff Into New Technology* by Maurice Coleman and I wanted to share a few things that were mentioned. The main points are from the session, and my notes or interpretations follow the points.

- Don't Panic – This is the most important thing to remember. It's just a computer/e-book/software/iphone and nothing to get bent out of shape about.
- Change – It's inevitable, don't fight it.
- Books & Printed Materials = Technology – Books are Technology. Information is stored and retrieved. Newspapers and magazines are also social media. You are already surrounded by technology every day.
- Assess & Evaluate / All Things Will Take Time – The transition to your new technology will take time. Learn and plan as much as you can in advance and Don't Panic if something goes wrong.
- Don't Be Afraid to Fail / Try and Try Again – If you try something and it doesn't work, Don't Panic. Just try something else. There are often multiple solutions to the same problem and multiple ways to fail. If you run out of ideas then search engines are your friend. In most cases somebody else has already dealt with the same problem and was nice enough to write about it online.
- You Don't Have to Know All of the Answers - Google and other search engines are your friend. Don't be afraid to point a patron to a public access computer to find answers on their own. The best thing you can learn is how to effectively use a search engine. Next time you go online visit www.google.com and enter "tips for searching google" then read the first few links.
- Make it Collaborative / Make it Social / Make it Fun – If you have a training session on new technology, try bringing in people from another department/branch/system to provide a fresh perspective. During this training staff should be forced/encouraged to work together. Add some prizes to make it fun.



The illiterate of the 21st century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn. – Alvin Toffler, Rethinking the Future

Youth Services News

by Kim Lehman

Summer Help

Summer is a busy time. Let me know of any way I can be of assistance to you. Call me at 512-583-0704 x17.

Passive Summer Programming

Passive programming in the library is a term used for an activity that does not require a staff person. The activity may be changed weekly and is available during regular library hours. It is something your younger patrons will look forward to.

The easiest activities are those you can copy.

- Create Your Own – Create customized crossword puzzles and word searches by going to <http://tinyurl.com/6qmv49o> or Google puzzlemaker.
- Connect the Dots - <http://www.coloring.ws/connect.html>
- Hidden Pictures – Dover has many inexpensive books that can be cut apart to make individual activities. Search hidden pictures at doverpublications.com.

Here are some ideas from past Texas Reading Club Manuals that can be made into passive programs.

Travel Around the World in Texas - 2009

For this interactive bulletin board, post pictures of traditional clothing from various cultures. Only attach the picture at the top, to create a flap. Attach another sheet of paper underneath the flap with the name of the country in which the clothing is worn. Add the directions, "Can you guess what country these traditional clothes are from? Lift the flap to find out."

Texas Authors - 2009

Post photos of Texas children's authors, their names, and pictures of some of their book covers. Make a guessing game or matching activity.

We Are the World - 2009

Post a map of the world. Have families put a sticker dot on the country from which their ancestors came. A downloadable world map is available at *Discover Canada Through National Maps and Facts* at <http://atlas.nrcan.gc.ca/site/english/maps/reference/outlineworld/world02>.



Who Lives Where? - 2010

Use the patterns provided in this program to create a nest, a cave, a house, a lake, a tree, and a doghouse out of felt. Use the patterns provided in this program to create a bird, a bear, a child, a fish, a squirrel, and a dog out of felt. Place the houses on the flannel board.

Flower Patterning – 2011

Glue paper patterns to a poster board. You could use shapes and colors. Cut matching pieces. Have children create the patterns on the table or glue to a sheet of paper to take home.

Go to our website at CTLS.net and you will find the Toolkit in our resources section under *Science Rocks!*

Texas Parks and Wildlife Resources

Fish Prints

Need a fun, interesting art project? The TXPW has loaned us plastic fish for kids to make fish prints. It is a fun, inexpensive activity. We have paint sponges and 6 fish including flounder, drum, star fish and a sting ray. You supply paint and paper. To borrow them, contact me at CTLS.



Free Water Films

We invite you to host a screening of one, or all five, of the Texas Parks and Wildlife's *State of Water* videos. These videos communicate the crucial water-related issues facing Texans. People, fish and wildlife, and a healthy economy all rely on an abundance of clean water. Our recent drought, continued population growth, and increasing demands on limited water resources make this topic more important than ever. So, please consider utilizing these great educational tools in your library programs.

You could present the video screening as a movie matinee, movie night, or a "lunch and learn" opportunity for your local community. Or, you could consider using one or part of a video in your existing programs. TXPW can also assist you in publicizing your event by posting it on their online calendar.

They have created the "State of Water Video Screening Toolkit" to assist you in preparing for and hosting a screening. The Toolkit has step-by-step instructions and video descriptions along with discussion questions for use after screening the video and "Save Water For Wildlife" pledge cards to encourage wise water use by the participants in their daily life.

Visit their website, www.texasstateofwater.org, to learn more about the water videos. Water video titles include: *Finding a Balance*, *The State of Flowing Water*, *The State of Springs*, and *The State of the Gulf: America's Sea*.

Here's the TXPW contact information:
Cappy Smith, Aquatic Resource Education Specialist
Texas Parks and Wildlife Department
512-389-8060
Cappy.smith@tpwd.state.tx.us

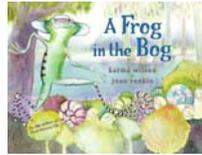
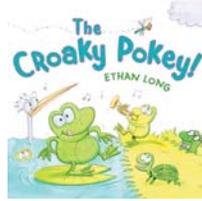
Frog Storytime

Here are some frog ideas to make you "hoppy"!



Books

Arnold, Tedd. *Green Wilma* (K)
Asher, Sandy. *Too Many Frogs* (PS, K)
Kalan, Robert. *Jump, Frog, Jump* (T,PS)
Lionni, Leo. *It's Mine!* (PS, E)
Lively, Penelope. *One, Two, Three Jump!* (T, PS)
London, Jonathan. Any of the Froggy books (PS, E)
Long, Ethan. *The Croaky Pokey* (PS)
Martín Larrañaga, Ana. *Big Wide-Mouthed Frog* (T,PS,K)
Ryan, Candice. *Rabbit Rabbit* (T, PS)
Thompson, Lauren. *Leap Back Home to Me* (T, PS)
Walsh, Ellen Stoll. *Hop Jump* (T)
Willems, Mo. *City Dog, Country Frog* (PS, K)
Wilson, Karma. *A Frog in the Bog* (T,PS)



Frog Facts

- Cold blooded – their body temperature changes with surroundings.
- Eggs are inside belly. Toad eggs are long strings of jelly, and frog eggs are separate, with a dark part on top for sun protection.
- Tadpoles eat algae, breathe through gills, and their digestive systems develop to eat plants.
- Frogs and toads need moist skin. They take water in through their skin, not mouth.
- Toads have thicker skin so they can stay out of water longer.
- They eat snails, flies, beetles, mosquitos,

Crafts

Die Cut Frog – Puppet (T-PS). Glue a die cut frog to a stick. Place a bug sticker on a finger for the frog to "eat".

Die Cut Frog (T-PS). Glue a die cut frog onto a paper plate. Glue a piece of red ribbon for the tongue. Stamp or draw bugs on the plate for the frog to eat.

Frog Yo-Yos (PS-E). Pour some sand or water into a green water balloon and blow up halfway and tie. Tie a long rubber band to the tied end. Glue on eyes and big feet. Variation: Use elastic. Use a whiffle golf ball, cut up egg carton, plastic lid, upside-down, small plastic container...

Make a Frog Mask (E). Pattern. Passive program.
<http://www.ipcc.ie/frogcraftsmask.html>

Paper Plate Frog Puppet (PS-E). For younger children let them decorate the frog as they like instead of having specific legs and eyes. Use cut up egg cartons for the eyes. Draw the eyes.
<http://familyfun.go.com/crafts/paper-frog-puppet-664523/>

Frog Prince (PS-E). Pattern. Passive program.
<http://www.angelfire.com/wi/NancysHouseFCC/Frog.jpg>



Pop Up Card (PS-E). Variations for younger ones. Make the basic card in advance and let them decorate.
<http://familyfun.go.com/crafts/funny-frog-1007587/>

Origami Frog (older E). <http://familyfun.go.com/printables/printable-origami-jumpin-frog-703288/>

Jokes

What do French frogs eat? *French flies!*
What would you call a frog that's stuck in the mud? *Unhoppy!*

Websites

It's Not Easy Being Green. Frog stories from around the world.
<http://karenchace.blogspot.com/2010/04/april-is-national-frog-month-so-get.html>

Frogland. The go to place for anything froggy. Look for loads of great jokes. <http://allaboutfrogs.org/frogInd.shtml>

Action Rhymes and Songs

Thank you to Elizabeth Murphy from Austin Public Library for some of these rhymes.

Little Green Frog

Little green frog, hop on four feet, four feet.
Little green frog, hop on three feet, three feet.
Little green frog, hop on two feet, two feet.
Little green frog, hop on one foot, one foot.
Little green frog, sit on no feet, no feet.

Froggy Number One

Froggy number one, stick out your tongue.
Froggy number two, touch your shoe.
Froggy number three, touch your knee.
Froggy number four, touch the floor.
Froggy number five, wave good bye!

Five Little Speckled Frogs (flannel or finger puppets)

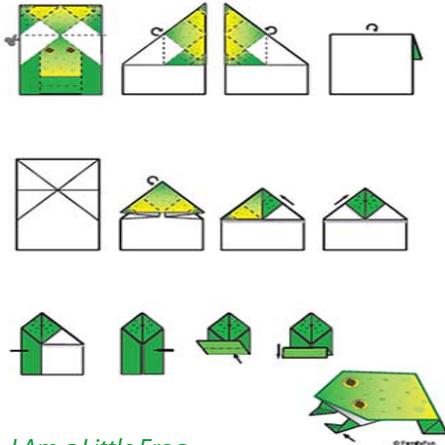
Five little speckled frogs, sitting on a hollow log,
Eating some most delicious bugs! YUM, YUM!
One jumped into the pool, where it was nice and cool,
Now there are just 4 little speckled frogs.
Four little speckled frogs...etc.
One little speckled frog, sitting on a hollow log...
Now there are NO MORE speckled frogs.

Five Frogs

Five little froggies sitting on a well,
(Hold up five fingers)
One peeked in and down he fell. (Cup left hand, poke pointer finger down into middle of left hand)
Froggies jumped high.
(Raise hands and wave over head)
Froggies jumped low.
(Lower hands to floor and wave)
Froggies jumped everywhere to and fro!
(Wave hands in all directions)

Continue rhyme with four little froggies and so on. Variation: Act this out for creative dramatics.

CTLS Calendar of Events



I Am a Little Frog

I am a little frog, hopping on a log.
 Listen to my song, I sleep all winter long.
 I wake up and peek out, up I jump, all about.
 I catch flies, I wink my eyes.
 I hop and hop, and then I stop.

- May 15 CTLS Board of Directors Meeting - Wells Branch
- May 28 Memorial Day - CTLS offices closed
- June 19 CTLS Board of Directors Meeting - Taylor
- June 25-30 CTLS Moving Week



Happy Cinco de Mayo! Here's a kids' papel picado tutorial so you can celebrate all month long: <http://atomiclulu.hubpages.com/hub/Papel-Picado-For-Kids>



CTLS offices are moving!

Our new address will be just down the street at:

5555 North Lamar
 Suite L-115
 Austin, TX 78751

But we won't be moving until the *end of June*, so please still direct all mail (or drop by to visit us!) to this address:

1005 West 41st Street
 Suite 100
 Austin, TX 78756

Our phone numbers will remain unchanged:

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

CTLS, Inc. Connecting Texas Libraries Statewide

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Zak Roussel, <i>TANG</i>	tech@ctls.net	x 15
Katelyn Patterson, <i>Office Coordinator</i>	katelyn.patterson@ctls.net	x 13

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>
Lynne Holle	<i>At Large</i>



Papel Picado at Storytime, Donnellson PL, IA

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

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CTLS, Inc.

Connecting Texas Libraries Statewide

1005 West 41st Street, Suite 100

Austin, TX 78756

www.ctls.net





CTLS, Inc.

Connecting Texas Libraries Statewide

Membership Form for Institutions ★ Sep 2012– Aug 2013



MEMBER INFORMATION

INSTITUTION/SYSTEM/LIBRARY

ADDRESS: STREET

CITY

STATE

ZIP

(_____) _____
PHONE

(_____) _____
FAX

CONTACT NAME

POSITION

PREFERRED EMAIL

SECONDARY EMAIL

INSTITUTIONAL MEMBERSHIP FEES

LEVEL 1

\$300

Collaborative grant opportunities, like Science ROCKS, Ready to Read, and Digital Literacy Corps; electronic newsletter and content rich web site; consortia purchasing services, deals, and discounts; regional networking events for libraries to share best practices; member pricing & discounts on workshop seats, consulting, on-site training, and other services; and access to CTLS *LOANables* – professional collection, Kindles, Nooks, iPads, science programming kits, die cut machine, 250 dies, archival scanner, and videogame packs.

LEVEL 2

\$600

Includes Level 1 as well as: 2 free seats at an on-site workshop or CE event during the membership year; telephone and email consultation services for members – 6 hours per year; and discounts on IT assistance.

LARGE PRINT ROTATING CIRCUIT

\$150

150 Books—3 shipments per year of 50 recent Large Print titles.

TOTAL AMOUNT DUE _____

PAYMENT INFORMATION

- CHECK OR MONEY ORDER** Made out to CTLS, Inc.
- INVOICE TO ADDRESS ABOVE** Purchase Order Number, if applicable: _____
 - One-time annual payment, due September 1, 2012
 - Quarterly payment, beginning August 1, 2012
 - Customized billing schedule

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