CTLS Newsletter

August 2010 — No. 92

Addressing More Questions from Members About the Proposed Bylaws
By Pat Tuohy

This is Part 2 of a continuing column on how the proposed Bylaws would affect current CTLS members. These questions were among the most frequently asked questions at the April Bylaws Forums. You may have questions that are not covered here. If you do, let me know, and I will include them in the September newsletter. I encourage you to use the CTLS discussion list to post as many questions and comments as you wish between now and September 23rd.

1. We are having a Board election this September. Are we going to follow the current bylaws or the proposed Bylaws for this election?
The Fall 2010 election to fill Board seats will be conducted under the current Bylaws that allow only lay people to run for positions on the Board of Directors. This will be the first item of business on the September 24th Membership Meeting agenda. The second item on the agenda will be discussion and vote on the proposed Bylaws changes. If the Bylaws changes are adopted by the Membership, the new rules go into effect around December 1, 2010. The first election for Board members under the new rules would be held September 2011 and by 2013 all new position designations will be in place.

2. The proposed Bylaws allow new members into the System. What will it cost a public school district or community college to join CTLS?
The cost to a school district library, community college, private school library or any other *type* of library will be $0. This is the same amount that your library pays to become a member now. Those libraries will have to apply for membership every year by filling out a membership form and submitting it to TSL by April 1.

While SYSTEM membership is free, there is another category of membership that is NOT System membership. That category is Associate Member, and it is open to any entity or individual willing to pay a fee to become a *corporate* member. These Associate members are not eligible for any of the services that you as a *System* member are entitled to. These Associate members could be museums, private archives, non-member public libraries, other non-profits like AMIGOS, for-profit vendors, and individuals who want to support libraries across the region.

3. What do you plan to charge these corporate or associate members?
So far, no fee schedule has been developed. The Board and staff would research this issue taking into account the financial strength, mission, and service provided by that type of associate member. Institutions like museums might have a different rate than would for-profit firms or individuals seeking to maintain ties to the CTLS membership.

4. Why would an organization or individual want to become an associate member? What would CTLS be able to offer them?
Institutions like museums would benefit from making connections and working with their local libraries. This could open doors to collaborations and *funding* for those collaborations. There are many types of nonprofits that are allies of public libraries and they serve many of the same clients that public libraries serve. Architectural firms or fund raising professionals may wish to increase their visibility in the central Texas region by showing support for the work of CTLS, Inc. Former librarians, board members, friends of the library, etc. may want to stay connected with their friends and colleagues across central Texas.

If you have a question that has not been addressed here, send it to me via email or call me if you are more comfortable doing so. You can also go to the CTLS web page or discussion list to post your questions. All members benefit from a lively and open give and take on this very important issue.

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*

News You Can Use
By Laurie Mahaffey

New Alzheimer's Book

Alzheimer's disease is one of the most devastating diseases of our era. A new book has been written by a man whose family carries the dominant gene for early-onset Alzheimer's. <u>The Thousand Mile Stare</u>, by Gary Reiswig, illuminates the struggle for understanding and analysis of what happens to his Oklahoma relatives in their late 30s. Reviewed in *Library Journal* in December 2009, this book is recommended as a resource for patrons who are coping with a family member or friend with this diagnosis. It's $22, hardback, and the ISBN is 978-1-85788-536-1.

Texas Rangers Books

Two new books were reviewed in the July *Booklist* on the Texas Rangers. With the Texas Ranger Museum in Waco, this group is of continual interest. Charles Harris compiled <u>Texas Ranger Biographies: Those Who Served, 1910-1921</u>, which is arranged alphabetically. Published by the University of New Mexico Press, it is $50. ISBN is 9780826347480. Darren Ivey compiled <u>The Texas Rangers: a Registry and History</u>, which is arranged chronologically and has names grouped by units. Published by McFarland, it costs $55. The ISBN is 9780786448135. Both books are illustrated; the Harris book has photographs and the Ivey book contains maps. Buy both for your Texana collection.

Quanah Parker Book

Those of us who attended school in Texas heard the story of Cynthia Ann Parker, the young girl who was captured by the Comanches, held for most of her life, and was the mother of Quanah Parker. A new book by S. C. Gwynne, <u>Empire of the Summer Moon: Quanah Parker and the Rise and Fall of the Comanches, the Most Powerful Indian Tribe in American History</u>, tells more about Cynthia Ann's son, a "fearless warrior" who led hundreds of his people as they escaped from Ranald Mackenzie, an American Cavalry officer. This book is recommended for those seeking a deeper understanding of Texas history in the post-Revolution era. Published by Scribner, the book costs $27.50. It was favorably reviewed in the *Austin American Statesman* on July 4, 2010.

Land Ownership Books for Texas Counties

Arphax Publishing, the company that produces the detailed books of counties in Texas and other states with land owner information, just announced that they will be publishing all books in 3 formats: paperback, spiral, and hardback. If you have been waiting to order the book for your county, now may be a good time. Eight of our CTLS counties have been published: Bastrop, Bell, Bosque, Burnet, Caldwell, Grimes, Leon, and Washington. I used these books at the Dallas Public Library and found them to be extremely valuable. If your county is not listed, go to the website at www.arphax.com and tell them you are interested in having your county's book done. Your genealogy researchers will thank you.

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

- There is nothing better on a hot summer evening than an ice cream sundae and good live music. Recently, that's what the **Lampasas** Library Foundation provided the community with its "Sundaes on Sunday." Patrons, young and old, came with lawn chairs to the Library parking lot and enjoyed a fun evening together. Many donations were received for the upcoming Library expansion.

- **Westbank** Community Library recently won the John Cotton Dana Library Public Relations Award for "One Library: Two Locations; Building a Branch and Expanding a Community" which raised over a million dollars to construct their first branch library through 22 separate creative public relations campaigns. As a tribute to their success, 1,000 people from this small community attended the Grand Opening event. Congratulations!

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.

Reader-Centered Library Service
A workshop presented by Rachel Van Riel, www.openingthebook.com
by Jennifer Patterson

Last week, I participated in an online course sponsored by the Texas State Library on reader-centered library service. The goals of a reader-centered approach are: to increase people's confidence in and enjoyment of what they read, to open up people's reading choices, and to offer readers opportunities to share reading experiences with others. This approach starts with a focus on the reader, not the writer, and encourages librarians to think about why, how, what, and where people like to read. It encourages us to pay attention to how reading fits into our lives. Promoting reading and reader services is really about motivating and engaging the reader, not about pushing a particular author or book.

The reader-centred approach seeks to sell the reading experience and the pleasure it can give to the reader. It helps build an audience for new authors by moving readers beyond "brand loyalty" to a particular writer, helping them develop the confidence to try someone new. It focuses on what the book can do for them, not what the book is about. One project, devised with libraries across Wales, targeted people in their 20-30s and used current paperbacks to offer people a "break" – a break in their day created by the escape and enjoyment of reading:

Boss got you down?
Kids driving you nuts?
Bored out of your skull?
It doesn't have to be like this!

Focusing on the reader is often more interesting to patrons than focusing on the author (we all like to see ourselves and our friends in pictures). READ posters usually show photos of celebrities and book covers. Instead, give your readers the starring role; use photos of your own customers reading books. Post small (passport-size) photos on bulletin boards, on your website, in the local newspaper, or as taglines at the bottom of your emails. Photos can also be life-sized posters which can be hung on the wall or at the end of a range. The reader-centered approach makes reading visible, values each reader's individuality, and celebrates what reading means to people.

Try a *Guess who's reading what* promotion. Write down quotes from readers about what they're reading. It's often a surprise what people you *think you know* actually like to read! Be creative: try mixing different kinds of books, fiction and nonfiction, in displays - to open up reading choices for their patrons. This approach is flexible – we can display many different kinds of books, rather than relying on what's on the bestseller list or authors our patrons already know.

Promotion is one key to helping borrowers who are not sure what they want find something they are willing to try. Think about your last trip to the bookstore – did you go for a particular book or did you go to browse? Many people like surprises and are perfectly willing to try a new author or subject - if it's presented to them in the right way. But most don't ask for assistance, so librarians must find another way to offer this kind of guidance. One library includes a "surprise" book in every batch of books they send out to home-bound readers. Other ways to help your patrons share reading experiences:
Book swaps - take a book, leave a book
Book chains – like a chain letter, challenging recipients to read a book, then pass it on.
Messages in books – put staff/reader comments on scraps of paper inside favorite books
Book of the week – select a new book to highlight each week
Reader-centered events – a wine and book tasting or tea party

Check out this Website: www.whichbook.net .Instead of starting from the overwhelming number of books available, whichbook starts from the reader and enables each individual to build the elements of that elusive 'good read' we are all looking for but don't quite know how to define. The website allows you to select the characteristics you like in a book and then gives you back a list of books which match your profile. Here are just a few of the choices:
Happy >>>>>> Sad
Funny >>>>>> Serious
Safe >>>>>>> Unpredictable
Sex   >>>>>>> No Sex

TANG Tech Tips
By Holly Gordon

Apollo tip

This is from the Biblionix Apollo FAQ available on the Administrative home page of your Apollo site:

There are different URLs that should be used for accessing the Apollo catalog. The library's website, emails, and handouts should use: https://libraryname.biblionix.com/. This URL has two features:

- it allows the saving of login info
- it shows database icons (which promotes browsing and searching them)

BUT both of those features are bad to have on dedicated catalog search PCs, and the "Save Login" feature is bad to have on public access PCs in the library. So Biblionix folks suggest:

- Dedicated catalog PCs should use https://lakewhitney.biblionix.com/?terminal=1.
- And Public Access PCs should use https://lakewhitney.biblionix.com/?public=1.

Basic computer skills

TSLAC put together this helpful page on their Small Libraries Management site that includes many links to basic computer skills training, helpful for both library staff and patrons: http://slm.tsl.state.tx.us/online-training/before-you-attend...-slm-v-technology.html.

And this page also includes the link to the "Texas Workskills Development in Libraries" page, with more great training sites: http://twdl.org/content/online-resources-learning-about-computers.

Antivirus Software???

In an earlier issue of Tech Tips I described how to get a library license for AVG anti-virus software…and then AVG changed their license and stopped offering this special deal.

Many of you have Symantec, but are finding that the license needs to be renewed and have asked me about other products. I don't really have a favorite antivirus product yet but have found some tools that help evaluate some of the products out there.

This site compares many products, including some Symantec products and AVG: http://av-comparatives.org/.

All of the programs in the following article are free for **home use**, and this article is good to share with your patrons if they are looking for something to use on their laptops or home computers. However, not all of these are free for your library to use. Read the Terms of Agreement carefully: http://www.makeuseof.com/tag/ten-best-antivirus-programs/

Free and Low-cost e-Books
By Kam McEvoy

So your patrons bought the Kindles and the Nooks and the iPhones and the iPod Touches, and now they want to know where they can get e-books that don't cost $10 a pop. It's a complicated landscape out there in terms of libraries providing popular e-books – a lot of infrastructure costs with OverDrive, copyright issues over multiple downloads for Amazon Kindle and the like, and oldish materials on our Tex-Share NetLibrary accounts that you can't download anyway (I am only referring to the ebook subscription here, not the e-Audiobook subscription). How to guide your patrons to hours of free and compelling reading? Here are some suggestions:

- www.feedbooks.com, there are thousands of public domain books and original books from new authors that you can read on any mobile device.
- www.gutenberg.org – 33,000 public domain books that can be downloaded in multiple formats.
- www.tryharlequin.com/ - 16 try-for-free romance titles.
- suvudu.com/category/library - a small collection of sci-fi and fantasy titles from Random House.
- www.munseys.com/ - free pulp, classics, and more.
- www.panmacmillan.com/extracts/displayPage.asp?PageTitle=Extracts%20Home 414 extracts – tastes of books to let you know if you want to keep reading.
- ebookstore.sony.com - Sony and Google have paired up to provide this site that has a mix of free and purchaseable titles. I search for bargain-priced, then related subject, then by ranking in the left-hand area; then, I sort by price, and free comes up first.

A note on formats: eReaders support many formats. All support txt and pdf documents files as well as basic image files like gifs and jpgs. Other than these basic formats, compatibility varies. For Kindle, you can download free books in mobi format. For Nook, download books in epub format. With my iPhone (and iPod Touch and iPad), I can use the free app, *Stanza* that has access to all these sites listed above when you click on "get books".

Looking for a breakdown of different e-readers? Check out http://ereaderguide.info/.
Happy e-reading!

CTLS 990 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.

What Do You Want To Learn?
By Suzan Nyfeler

CLTS libraries want to learn about new books, improved customer service, better marketing, and how to use the latest techno-gadgetry. You also need more online training and increased email reminders for workshops. These were the top requests from our May 2010 continuing education survey.

CTLS staff has been working hard these past few months to plan a great line-up of training for everyone on your staff. The final list will be ready by late August but as classes are confirmed, we post them on www.CTLS.net. Here's a sneak peak at upcoming CTLS workshops:

The Big Three
D3.Ten – October 18, 2010
CTLS has teamed up with TLA District 3 to put on our annual Tech Conference.   Public, school, and academic librarians will learn how to serve a generation who has grown up with technology. This is a no-miss event. Tentative sessions include how to use Smartboards in the classroom or for public meetings, information literacy, the latest Google gadgets, creating exciting publicity with easy-to-use software, media behavior in young people, and hands on demonstrations of the latest library technology. Mark your calendars for Monday, October 18 at Gullett Elementary School in Austin.

Building the Future: Libraries as Part of the Community - TBA
CTLS is again teaming up with the Austin Chapter of the American Institute of Architects to bring together librarians, community leaders, architects, museums, and others interested in planning for community buildings. Classes will include: how to read a blueprint, how to garner community support, leading focus groups, determining the right size for your facility, and how to design a library, museum or community center that is right for your city.

Revitalize Your Message – September 24, 2010
In tough economic times, it is critical to communicate your library's value to citizens and funders. Learn to create a message that stakeholders will hear. Turn your list of library services into a menu of valuable community assets. Leave with a step-by-step method to speak about your library's value. This is one of our three library marketing workshops. September 24, 2010, 1-3 p.m. after the membership meeting in Cameron.

Third Thursdays Online
On the third Thursday of every month, CTLS will offer a one-hour online conversation on the best new materials for your library. Topics may include best new audio books, popular materials in Spanish, best resources for building a career center, books for book clubs, best summer reading for children and teens, taking reference books online, African-American fiction, what's new with the TLA book lists, books for the beach, home improvement books, and books for the holidays. Classes will be archived, so you can watch them later. They will be free and come with continuing education credit.

Large Group Workshops
We're working on setting dates for the following workshops. Dates and locations TBA.
- Programming for Adults – Bring adults to your library through fun, engaging and educational programs
- Digitization - Preserve local history through electronic digital storage. A hands-on event.
- Texas Reading Club/Texas Teens Read – Back again and better than ever. Plan a fun summer for the children and teens in your town. New this year – keep kids reading with online resources.
- Showcase 2011 – See the best educational and entertaining presenters for children, teens and adults.
- The User Experience – Are you really providing what your patrons want? See the library through their eyes. One of our three library marketing workshops.
- January Membership Meeting
- E-Rate – Save on your library's telecom bill by learning how to fill out the annual E-rate telecommunications application.
- Plinkit – Learn how to design a beautiful, useful, easy-to-manage website for your library.

On Request and @ Your Library
Check out our catalog of half-day classes, available upon request. These make great in-service training for your entire staff and volunteers. The cost is usually $15 per person with a 3-8 person minimum, depending on the class. All classes are taught by CTLS staff.
- Library Boards - Management strategies for effective library boards
- Weeding Your Adult Collection - Increase circulation by weeding outdated and worn materials
- Ready to Read – Early Literacy @ Your Library – Get preschoolers ready to learn with easy, fun storytimes
- Image Audits - Improve library service by being able to see what your library REALLY looks like. One of our three library marketing workshops
- Texas Reading Club Basics – Get brand new staff ready to plan a great summer
- Myers-Briggs – Improve teamwork by understanding the dynamics of interpersonal communication
- Readers' Advisory for Adults – Learn how to answer the question, "Can you recommend a good book?"
- Online Genealogy & History – Find your ancestors and help others do the same.
- Teen Genre Fiction – Discover the hottest teen fantasy, horror, romance & mystery
- Managing Difficult Patrons – Every library has them. Learn how to keep calm and handle the situation.
- Reference 2.0 – Hone your skills and learn to answer questions with online sources.
- Long Range Planning – How will your library get to a brighter future if you don't know where you're going? Involve community supporters in multi-part sessions.
- Weeding Your Children's Collection – Increase circulation and make room to grow by culling outdated and worn materials.

Keeping Up With Training... Let me Count the Ways!
- Check www.CTLS.net.
- Get training info delivered right to you. Sign up for our monthly electronic newsletter at http://ctls.net/mailman/listinfo/ctls-news_lists.ctls.net. Drop us a note to get on the paper mailing list. Paper flyers for workshops will now be sent only with the print newsletter. Otherwise, communication will be via email flyers. What are your thoughts on this change?
- Keep up with training AND the latest library news through our email discussion list at http://ctls.net/mailman/listinfo/ctls-l_lists.ctls.net.
- Become our friend on Facebook.
- Encourage your staff to sign up for the newsletter or our email discussion list.
- The State Library has a very active online training program. We deliver their info directly to you through our newsletter and email list. Or you can check out their website.

### Planning Your Workshop Schedule for Next Year (Or Any Year)
Every year, at least one member librarian calls mid-summer to ask about CTLS activities for the coming fall and spring. He/she is trying to work up budget figures for travel to CTLS meetings, workshops, and other events.

Here are some things to keep in mind:
- We always have a Fall Membership meeting, usually somewhere in the center of the system. If your library is near the edge of the system, you'll have about an hour & a half of travel each way, plus meal costs, for this meeting. This year's fall meeting is September 24, 2010 in Cameron.
- CTLS holds regional meetings during each fiscal year. Since there are 5 of these meetings, one will be closer to your library, or you can now attend an online regional meeting. Plan for an hour's drive or less each way, plus meal costs for this meeting. This year's meetings are late Feb/early March. The online session is March 2.
- The system has a Winter Membership meeting, close to the center of the system. See #1 above for planning travel & meal costs. The winter meeting is January 28, 2011 in Belton, TX.
- CTLS holds several continuing education events per year. Every library director needs 10 hours of continuing education annually to satisfy the Texas State Library's requirements. Some of our workshops are full-day, while others are half-day. Plan on attending 3 workshops and use the guidelines above for travel & meal costs.

Although we'd love to see you at every meeting, we realize that is unrealistic. Here are some ways to cut those costs:
- Car-pool with neighboring librarians to keep gasoline costs down.
- Choose some online meetings and workshops.
- Offer your library as a place for those meetings and workshops. Your travel costs will be zero, and you can go home for lunch!
- Apply for a $50 Friends of CTLS workshop stipend. Info at http://www.ctlsinc.org/stipends.php.
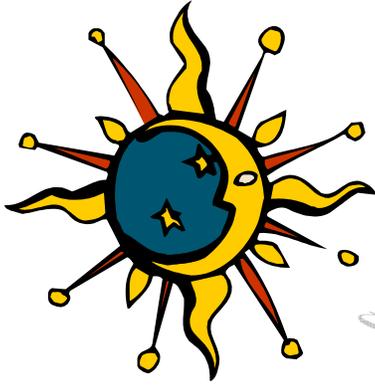
CTLS Calendar of Events

August	13	Long Range Planning Committee Meeting ~ Georgetown, TX
	17	Board of Directors Meeting ~ Austin, TX
	20	Leadershift Workshop ~ Round Rock, TX
	31	End of CTLS Fiscal Year 2010!
Sept	1	Beginning of CTLS Fiscal Year 2011!
	3	Large Print Circuit Rotation
	6	Labor Day ~ CTLS Office Closed for Holiday
	24	Membership Meeting ~ Cameron, TX

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

CTLS Directory

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