

News of Interest – Mid-Michigan Library League

3/31/2015

National Library Legislative Day (NLLD)

You are encouraged to attend the National Library Legislative Day in Washington D.C. on May 4-5, 2015. Watch video: <https://www.youtube.com/watch?v=OUAKx5Op1CA&feature=youtu.be>. To register, go to <http://ala.org/nlld>. There are two grant opportunities that I am aware of: (1) the WHCLIST Award which is for a trustee/non-librarian who is attending for the first time – see [2015 WHCLIST Award](#); and (2) the Gale Cengage grant, which will be coordinated this year by the Cooperative Director's Association, Denise Hooks. See [Apply today!](#)

National Library Week 2015 (April 12-18, 2015)

"Unlimited possibilities @ your library®" is this year's theme, and there are special days during the week:

- [National Library Workers Day](#), Tuesday of National Library Week (April 14, 2015), a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers;
- [National Bookmobile Day](#), Wednesday of National Library Week (April 15, 2015), a day to recognize the contributions of our nation's bookmobiles and the dedicated professionals who make quality bookmobile outreach possible in their communities; and
- [Celebrate Teen Literature Day](#), Thursday of National Library Week (April 16, 2015), aimed at raising awareness among the general public that young adult literature is a vibrant, growing genre with much to offer today's teens.

Political and Community Advocacy Webinars in April

EveryLibrary is the first and only national organization dedicated to building voter support for libraries. We do this in three ways: by training library staff, trustees, and volunteers to plan and run effective Information Only campaigns; by assisting local Vote Yes committees on planning and executing Get Out the Vote work for their library's measure; and by speaking directly to the public about the value and relevance of libraries and librarians. Our focus on activating voters on Election Day is unique in the library advocacy ecosystem. This is reflected in the training and coaching we do for campaigns. See <http://www.makingithappen.us/?p=625> for the information on April webinars.

Turning Outward

The excellent training from the Harwood Institute for Public Innovation is now accessible thanks to ALA as an online learning course to help strengthen the role of the library as a community leader that can bring about positive change in the community via YouTube: https://www.youtube.com/playlist?list=PLRuIm6CNVjJFPq04AkYfpXEq4hIOPf_dV

2015 ALA Leadership Institute

The application process for the 2015 "Leading to the Future" ALA Leadership Institute (Aug. 9-13, Eaglewood Resort, Itasca, Illinois) is [now open](#), with applications accepted through **April 8, 2015**. Building on the success of the 2013 and 2014 ALA Leadership Institutes, and with support from Innovative Interfaces, the four-day immersive leadership development program for up to 40 mid-career librarians will be led again by ALA Past-President Maureen Sullivan and ACRL Content Strategist Kathryn Deiss. See <http://www.ala.org/news/press-releases/2015/02/application-process-open-2015-ala-leadership-institute>

Wayne State University Scholarships available

The deadline for summer is April 1, but the deadline for the fall is June 1, so there is still time if you know anyone who might be interested in obtaining their MLS. See: http://slis.wayne.edu/admissions/new_student_scholarships.php

Trustee Corner

Don't forget that there are lots of resources for library trustees available. See the Library of Michigan website: <http://michigan.gov/librarytrustee>, ALA United for Libraries: <http://www.ala.org/united/>, and the FOML Trustee Alliance: <http://fomltrusteealliance.org/>

Data Digest 2014

You can see the new Data Digest and order copies to be sent to you at: http://www.michigan.gov/libraryofmichigan/0,2351,7-160-18668_69405_61707-294487--,00.html. The digest pdf is at: http://www.michigan.gov/documents/libraryofmichigan/LM_2015_Library_of_Michigan_Data_Digest_2014_483788_7.pdf

Youth Librarian Resources

There are links to resources of interest to youth librarians on the Library of Michigan website such as summer reading program materials and archived webinar, Michigan Reads! Information, and much more. **Early Literacy webinar:** Join Anjie Gleisner,

Youth Librarian and co-leader of the early literacy workgroup from Kent District Library, for the [Early Literacy and Public Libraries - Supporting Reading Proficiency webinar](#) on April 29th at 1 pm. This webinar is free. Bookmark <http://michigan.gov/youthlibraryservices>

Just plain worth taking a look!

MSU Libraries had some fun and shared some important information in the process! This is largely over now, but take a look at their PR. I love the photos: <http://learndat.tech.msu.edu/blog/MSUBreakfastSeriesTheLibrarians>

Reference and User Services Association

“RUSA,” a division of the American Library Association, has online courses available. See <http://www.ala.org/rusa/development/onlinece>

Teen Programming and Spaces

The Young Adult Library Services Association (YALSA) has guidelines and recommendations for teen programming: <http://ow.ly/K1eug> (.pdf)

eCourse on Basic Reference

[Basic Reference Skills for Non-Reference Librarians](#) This is a 4-week eCourse beginning Monday, April 6, 2015 facilitated by *Francisca Goldsmith*

Beginning Workshop

for those new to library work and seeking to be certified at Level 3 or 4 to come together for a three-day learning event. This workshop provides a crash course in basic areas of library work from intellectual freedom to weeding. www.michigan.gov/beginningworkshop

TLN offering email accounts via MeritMail

TLN contracts with Merit Network for email services. Your library is welcome to explore this service. Angie Michelini is happy to setup a test email account for your library so the service can be tested by your library staff. The per email account fee will be \$20 per email account as of October 1, 2015. Please let her know by April 10 if your library would be interested in joining the TLN email service. This opportunity is open to all libraries in the State of Michigan. Let her know by **April 10** if your library would be interested in joining the TLN email service. Angie Michelini, Technology Services Manager, The Library Network, 248.536.3100 x144

Michigan Library Association Workshops

See a list of upcoming workshops at: <http://www.milibraries.org/events/>

Second Chances

Gale Cengage Learning [announced its partnership with Career Online High School](#) (COHS) in January 2014. See article in American Libraries: <http://americanlibrariesmagazine.org/2015/01/12/second-chances/>

Rethink the Library

At some Colorado libraries, there are no overdue fines, no Dewey Decimal System and absolutely no shushing! “Anythink” is the rebooted seven-branch Adams County system. See more at: http://www.denverpost.com/business/ci_27724651/rethink-library-next-gen-becomes-resource-tech-entrepreneurs

IS the Library Really Dead?

Interesting article with a timeline of the history of significant events involving libraries: <https://m.timeline.com/stories/library-makerspace-books-tools-technology>

WebJunction

12 Ways to More Effective Marketing

Wednesday, April 8, 2015 ♦ 2 pm Eastern / 11 am Pacific ♦ 60 min

Registration: <http://www.webjunction.org/events/webjunction/12-ways-to-more-effective-marketing.html>

Marketing in libraries is often an afterthought rather than a priority embedded in planning. But times are changing! Community members now have more choices for books, information, entertainment and assistance. Don't let your library become invisible due to perceived lack of time, money or marketing savvy. Jamie will help you think differently to achieve the basics of effective marketing without a ton of money or staff. From promotional videos to eye-catching emails, you'll learn about marketing

techniques and tools available to even the smallest of libraries. Discover simple ways to gain attention and increase attendance.

Presented by: Jamie Matczak, Nicolet Federated Library System, Wisconsin

Can't attend the live session? Don't worry. All webinars are archived and included in the [WebJunction course catalog](#) so you can watch when your schedule permits and receive a certificate of attendance.

The Community Connector: Referring Social Services at the Library

Tuesday, April 21, 2015 ♦ 2 pm Eastern / 11 am Pacific ♦ 60 min

Registration: <http://www.webjunction.org/events/webjunction/community-connector.html>

Every day, patrons enter libraries around the country with questions about health, housing, employment, counseling and other essential human services. And libraries are there to make these crucial connections for them. Many libraries are now exploring ways to expand their role as connector to community social services through resources such as webpages, mobile apps, and databases. These services might refer somebody to a free meal, legal assistance, support groups, and much more. Join us to hear examples of how referral services and resources have augmented the social services connections that contribute to community vitality.

This webinar is hosted in collaboration with [TechSoup for Libraries](#).

Can't attend the live session? Don't worry. All webinars are archived and included in the [WebJunction course catalog](#) so you can watch when your schedule permits and receive a certificate of attendance.

Subscribe to WebJunction's free newsletter: [Crossroads](#). [Libraries are Development](#) – explore the amazing ways that libraries around the world are having an impact in their communities. And learn why, "Behind every successful service, is a successful librarian; motivated, passionate about the work."