

## **News of Interest – Mid-Michigan Library League 4/30/2015**

### **Virtual Library Legislative Day**

Virtual Library Legislative Day, <http://www.ala.org/united/advocacy/virtuallegday>, is part of the American Library Association's (ALA) [National Library Legislative Day](#), May 4-5, 2015. Virtual Library Legislative Day activities will be held throughout the week and will be an opportunity for all library advocates to make their voices heard on a national level. Library advocates who cannot make it to Capitol Hill for the event can be a part of the effort by calling and/or emailing their elected officials any time during the week of May 4-8. Visit the web page for talking points to include when writing or calling your legislators.

### **Movie Licensing USA**

It is time to re-up for your annual movie licensing agreements for public performance rights (so you can show the films for programming). I will send a message to you all next week asking who is "in" for this coming year. This is a negotiated rate based on your population and active borrowers and the more who participate from MMLL, the more we are able to drive down costs. This is a pass-thru service: the coop pays one bill and then re-bills the membership for what they owe. <http://library.movlic.com/>

### **Michigan Activity Pass (MAP)**

Shepler's is now part of the Michigan Activity Pass program and will offer discounts on their ferry boat ride to Mackinac Island from both Mackinaw City and St. Ignace, as well as discounts on their Shepler's Lighthouse Cruises.

Share this exciting news with your patrons by adding the MAP website <http://michiganactivitypass.info> to your library's website, and take advantage of the MAP promotional materials at <http://tln.lib.mi.us/map/>.

### **MLA Executive Summit May 15**

The Executive Summit (formerly Directors' Summit) is a valuable one-day event designed to engage library professionals at the top or on their way to the top. Public, academic and specialty librarians can learn how to recognize leadership potential in themselves and others. In addition, the second half of the day focuses on mentoring; how it works and how it connects with leadership. Anyone looking to broaden their perspective should attend. For more information and to register, check out [www.milibraries.org/events/executive-summit/](http://www.milibraries.org/events/executive-summit/).

### **Time/Print Management Demos**

All are welcome and encouraged to attend the PC Time/Print Management Demos for SAM and Envisionware products. The invitation is open to all public libraries in Michigan. Tuesday, June 9, 9:30am - SAM Demo, Redford Township District Library, 25320 W Six Mile Rd; Wednesday, June 10, 9:30am - Envisionware Demo, Novi Public Library, 45255 W Ten Mile Rd. The vendors will demonstrate their client and print products as well as payment centers, coin/bill acceptors, point of sale (POS), wireless printing, mobile printing, document scanner, credit card capability, etc. Let Angie Micheline of TLN know by June 1 if you will be attending, so she has a head count. [amichelini@tln.lib.mi.us](mailto:amichelini@tln.lib.mi.us)

### **TRIG Discounts Extended to Libraries**

Michigan libraries now have the opportunity to purchase technology hardware through a cooperative bid put together by the education community, specifically the Technology Readiness Infrastructure Grant (TRIG) program. To order tech devices from the device purchasing bid, libraries (and schools) will need a SPOT account. Here is an FAQ about the process: <http://22itrig.org/activities/activity-four/spot-faqs/>. **Please note that libraries will need to choose “Non-public” in the drop-down when they register as a SPOT user. This does not refer to your status as a library, it’s a quirky field that originally applied to schools only.** The order form may be found at [www.remcbids.org](http://www.remcbids.org). If you have questions or need help with the SPOT registration and ordering process, please email [spohelp@remc.org](mailto:spohelp@remc.org). The purchasing window opens on April 15th and will extend to 9/30/15. For full program information, please refer to the Statewide Device Purchasing Program website: <http://22itrig.org/activities/activity-four/>

### **Short Takes for Trustees**

Short Takes for Trustees is a series of 10 short videos (8-10 minutes each) that can be shown during Trustee meetings to stimulate discussion about the important role that Trustees play in the governance of their libraries. Topics in the series explain the basics, such as what it means to be a Trustee (discussing the broad fiduciary responsibilities of governing boards as well as the limits of an advisory board), as well as how to set policy, how to evaluate the library director (and why you should!), along with board self evaluation, and the ethical and parliamentary standards for boards — both governing and advisory. The courses are: What It Means to Be a Trustee; Board Meetings; Board Ethics; Library Advocacy; Library Policies; Strategic Planning; Working with Friends; Evaluating the Library Director; Board Self Evaluation, and Succession Planning and New Board Orientation. [Learn more about the series, pricing, and how to register.](#)

### **Library Camp at AADL**

Library Camp doesn't mean burned marshmallows, mosquito bites, or popsicle stick-based art projects. Library Camp is an informal unconference gathering to share ideas, technologies, and discussions. Friday, May 8th from 9:30am to 4:30pm at the Ann Arbor District Library. Register at <https://docs.google.com/forms/d/16DaWVQbQQyKNsCsZzuCup7jDbeHWJMAPzgTjxzXQN3Q/viewform>

### **Policies for 3D Printing**

If you happen to either have a 3D printer or you are considering one, here are some links to 3D printing policies/rules and prices shared by East Lansing Public Library's Lauren Douglass: <http://www.elpl.org/content/3d-printing-maker-studios-east-lansing-public-library>. 3D printing time signup webform: <http://www.elpl.org/form/request-session-maker-studios> Maker Studio section of the library's website: <http://www.elpl.org/maker-studios>

### **Patient Education Materials**

The University of Michigan Health System (UMHS) maintains a database of patient education materials used in its health system. The database is available for free and requires no registration or login: <http://careguides.med.umich.edu/>. The site includes materials that have

been created by U-M Health System experts on many difficult-to-find topics, rare conditions and state-of-the-art therapies. It also includes materials from other organizations that have been reviewed and approved by U-M experts. Print materials, videos, websites and apps are included. Consider adding the link to your library website: <http://careguides.med.umich.edu/>. Printable flyer is available at <https://www.med.umich.edu/1libr/careguidesflyer.pdf>. The Care Guides are now in the MeL Health Gateway under the Individuals/Families <http://mel.org/index.php?P=MeLGateways&ParentId=991> and Prevention Classifications, <http://mel.org/index.php?P=MeLGateways&ParentId=987>

### **Early Literacy Skills and Techniques**

The webinar presented by Anjie Gleisner on early literacy skills and techniques and the programs and spaces at Kent District Library is recorded and available at <http://libraryofmichigan.adobeconnect.com/p3b5oacqbqu/>. Presentation slides are at <https://drive.google.com/file/d/0B01WKnDOeDHDa2swVFZZTUhyUVU/view?usp=sharing>

### **The Community Connector: Referring Social Services at the Library**

This WebJunction/Tech Soup for Libraries co-sponsored webinar was presented on 4-21-15. Here are the slides from the presentation: <http://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2015-04/slides-community-connector.pdf>

### **Using Social Media/Marketing for Libraries**

White Pine Library Cooperative is offering this in-person workshop at their offices (3210 Davenport Ave., Saginaw, MI 48602 [Map](#)) **Presenter:** Bill Schroer; **Date:** June 3, 2015 (Wednesday) **Time:** 10:00 am - 1:00 pm **Cost:** White Pine Members: free; Non-Members: \$20 (invoice sent after the workshop) To register: <http://wplc.org/workshops.cfm>; deadline to register, May 27, 2015

#### **Agenda**

- Social Marketing is Still Marketing
- Social Marketing Rules
- Background Preparation/Technology/Culture
- Resources/Requirements for Social Marketing/Media Success
- Social Marketing/Media Budget
- Social Marketing Plan
- Content Creation
- Social Media Plan
- Social Media Tactics
- Summary
- Q&A

### **Learning in Libraries**

The second in a series of three stakeholder convenings with library and archives professionals is on Thursday, May 14, from 8:30 a.m.–5:15 p.m. CDT at the Kansas City Public Library in Kansas City, MO. The focus of the meeting will be learning in libraries, both for library users and the profession as a whole.

[IMLS invites broad participation via a live webcast, accessible here](#), as well as through social

media using the Twitter hashtag [#IMLSfocus](#) and through the dedicated e-mail address, [focus@imls.gov](mailto:focus@imls.gov). This year's meeting will address themes such as participatory learning, early learning, adult learning, and digital literacy, as well as their alignment with research and curricula in the field. [An agenda for the May 14 convening is available on the IMLS website](#). Speakers will include: Anne Craig, Director, Illinois State Library; David Lankes, Professor, School of Information Studies, Syracuse University; Siobhan Reardon, President and Director, Free Library of Philadelphia.

### **WebJunction**

The Library of Michigan spends some of Michigan's federal LSTA funds to provide access to the training resources on WebJunction. There are always a lot of offerings and WebJunction is a good place to check for best practices and library-to-library advice. Create a free WebJunction learner account at <http://learn.webjunction.org/>

- Learn about effective methods and tools to [enhance and expand your marketing efforts](#).
- Explore the library as a [connector to community social services](#) using a variety of referral tools and resources.
- Find out how libraries of all sizes can provide services and support for [job seekers in their communities](#).

Here is a list by topic of WebJunction resources: <http://www.webjunction.org/explore-topics.html>. [Sign up to receive Crossroads](#), WebJunction's newsletter for library learning. [Browse recent issues »](#)

### **Early Literacy Apps and More**

A brand new LITA webinar on youth and technology.

In this digital age it has become increasingly important for libraries to infuse technology into their programs and services. Youth services librarians are faced with many technology routes to consider and app options to evaluate and explore. Join Claire Moore from the Darien Public Library to discuss innovative and effective ways the library can create opportunities for children, parents and caregivers to explore new technologies. Tuesday May 20, 2015, 1:00 pm – 2:00 pm Central Time. [Register now for this webinar](#) Cost: LITA Member: \$45 Non-Member: \$105 Group: \$196

### **After Hours: Circulating Technology to Improve Kids' Access**

LITA webinar. For years libraries have been providing access and training to technology through their services and programs. Kids can learn to code, build a robot, and make a movie with an iPad at the library. But what can they do when they get home? How can libraries expand their reach to help more than just the youth they see every day? The [Meridian Library \(ID\)](#) has chosen to start circulating new types of technology. Want to learn about Arduinos? Check one out from our library! What is a Raspberry Pi? You get 4 weeks to figure it out. Robots too expensive to buy? Too many iPad apps to choose from? Test it from your library first. Join Megan Egbert to discover benefits, opportunities and best practices. Wednesday May 27, 2015, 1:00 pm - 2:00 pm Central Time [Register now for this webinar](#)

### **ALA Editions E-Courses**

- Library Technology for the Low-Tech Librarian  
12-week eCourse with Timothy J. Dickey. Go from being a tech novice to understanding the key concepts and most important issues surrounding technology in today's library with professor and library technologist Timothy Dickey. By the end of this

eCourse, you'll be able to speak the current language of library technology and know how to stay on top of new developments.

LEARN MORE

- **Web Design and Development**  
12-week eCourse with Raymond Dean. Breaking the complexity of web development down into simple and accessible parts, experienced web developer and SJSU lecturer Raymond Dean will take you from basic background, an introduction to HTML and web standards, and the concept of modular web design, to responsive design and multimedia. You will learn how to create and develop a website—a crucial skill in today's library.

LEARN MORE

- **Cataloging for Non-Catalogers**  
From the basic core concepts to building your own records with several weeks of hands-on exercises, go from beginner to advanced cataloger under the guidance of Dr. Sylvia Hall-Ellis, expert cataloger and SJSU iSchool instructor. This eCourse will cover the latest trends, techniques, and instructions—including RDA: Resource Description and Access—to help you catalog materials.

LEARN MORE

## Online Learning for Public Library Professionals

- [The FTC and Public Libraries: A Partnership of Education and Protection](#) (free webinar) *April 22, 1:00 p.m. Central (registration limited)* As a small agency with a big mission, the Federal Trade Commission (FTC) counts on organizations like public libraries to help get information into the hands of people who need it. The FTC is the nation's consumer protection agency and has created several campaigns, both print and online, to help consumers recognize scams and fraud and deal with them. Come learn how your library can be an important part of "Pass It On," the FTC's new scam prevention campaign with tips and tools for older adults in your community. [Learn more and register.](#)
- [Cyberbullying and the Public Librarian: What Can I Do to Help?](#) (webinar) *May 6, 1:00 p.m. Central (registration deadline is May 4, 11:59 p.m. Central)* Cyberbullying is a form of online violence affecting many teens and adults. Cyberbullying has been discussed frequently in the popular media, but it is still a misunderstood issue. During this webinar, participants will be provided with a basic overview of cyberbullying, the impact of cyberbullying on victims, current trends in cyberbullying, legal and ethical considerations, and what librarians can do to help. [Learn more and register.](#)
- [Project Outcome: An Overview of PLA's Latest Initiative for Libraries](#) (free webinar) *May 13, 1:00 p.m. Central (registration limited)* Learn about Project Outcome, PLAs latest field-driven initiative. Project Outcome, formerly referred to as the performance measures initiative, will help libraries better measure the outcomes of the services they offer to patrons and provide the resources and support to effectively communicate and implement their findings for advocacy, partnership, and planning activities. This interactive webinar will provide insights from the field about the value of this type of work. Presenters will share their experiences piloting efforts to develop Project Outcome's easy-to-use surveys and discuss future opportunities to enroll. [Learn more and register.](#)

### **President Obama Announces Open eBooks and ConnectED Library Challenge**

The Open eBooks initiative will make over \$250 million in popular e-books from major publishers available, for free, to children from low-income families via an app. The Open eBooks app is being developed by the New York Public Library, which is partnering with the Digital Public Library of America and First Book to curate and deliver the e-books to students from low-income families. IMLS is investing \$5 million to support the development of the e-reader app, as well as tools and services to help the public more easily access e-books and other digital content. Complementing that effort, the ConnectED Library Challenge is a commitment by more than 30 communities to work to put a library card into every student's hand as soon as they enter school. Data analyzed by IMLS show that children who visited the library during kindergarten had higher achievement scores in reading and science in third grade, particularly for children in households with low income and low parental education. IMLS, in partnership with the American Library Association and the Urban Libraries Council, will host a national convening this year to identify and share best practices in reaching universal library card use among public school students.

[http://www.ims.gov/president\\_obama\\_announces\\_open\\_ebooks\\_and\\_connected\\_library\\_challenge.aspx](http://www.ims.gov/president_obama_announces_open_ebooks_and_connected_library_challenge.aspx)

### **MMLL Calendar**

Many of you are sharing your calendar of events with us and we are adding them to the Google calendar that is on the MMLL website at <http://mml.org/calendar.html>. Please feel free to send your events to Jack Sheehan ([jack@mml.org](mailto:jack@mml.org)) who will enter them on the MMLL calendar. You may then link to the calendar from your website and have the events for the whole cooperative. Let us know if this is worth our efforts or not (i.e. that you are using it).

### **Other Resources ~ check the MMLL Website!**

The MMLL News of Interest and director reports are posted on the MMLL website, along with many links to helpful resources. Use <http://mml.org/resources.html> as your launch pad to archived content and links to future training.