

# THE Envoy

Vol. 5, No. 3, Summer 2013



## IMLS Program Officer Visits Idaho

As part of the Institute of Museum and Library Services' (IMLS) grant administration, IMLS Program Officer Timothy Owens, from Washington, D.C., visited Idaho in August to evaluate our program.

The federal Library Services and Technology Act (LSTA) money that the Idaho Commission for Libraries receives comes through IMLS via the Grants to States Program. The money is granted to State Library Administrative Agencies (SLAAs). The SLAAs located in each of the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, the Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands, the Federated States of

Micronesia, and the Republic of Palau are eligible to submit five-year plans and receive funding from the Grants to States program. This program is the largest administered by IMLS. Program officers visit their assigned states once every five years. This was Owens' first visit to Idaho since he took the position in 2011.

Based on requests from Owens, his visit schedule included touring the Commission, observing or participating in various statewide activities funded by LSTA, and interviewing State Librarian Ann Joslin and ICFL program staff.

Owens joined a portion of the Read to Me *My First Books* and *Fun with Math and Science* workshops being held at the Commission, visited a Literacy in the Park program, and toured two public libraries in the Treasure Valley—which gave him the opportunity to check out a



Timothy Owens, IMLS Program Officer, with Marj Hooper, Idaho Associate State Librarian (L) and Pam Bradshaw, ICFL Program Supervisor (R)

Make It At Your Library pilot project and visit with Special Projects Library Action Team (SPLAT) members.

We look forward to seeing Owens' report and any recommendations he may include in his findings.

For more information on IMLS State Programs see [www.imls.gov/programs/default.aspx](http://www.imls.gov/programs/default.aspx).

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### Idaho Public Library Statistics FY2012 Now Available

The final figures for FY2012 are ready for use at <http://libraries.idaho.gov/landing/idaho-public-library-statistics>. They include Table 1: Public Libraries By County, Table 2: Public Libraries By Population, and Table 3: Mini Public Library Directory.

**Idaho Commission  
for Libraries**

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**Mission:**

The Idaho Commission for Libraries assists libraries to build the capacity to better serve their clientele.

**Commissioners:**

John Held, Dave Mecham,  
Pat Raffee, Sara Staub,  
and Larry Weeks

**State Librarian**

Ann Joslin

**Commission Contacts:**

- Danna Angevine, state publications, cataloging, and acquisitions librarian
- Dian Scott, office services supervisor
- Erica Compton, reading programs coordinator
- Frank Nelson, southeastern Idaho library consultant
- Gina Persichini, networking consultant
- Jan Wall, northern Idaho library consultant
- Jeannie Standal, school library consultant
- Kevin Tomlinson, southwest/south central Idaho library consultant
- Kristina Taylor, grants/contracts officer
- Marjorie Hooper, associate state librarian
- Pam Bradshaw, program supervisor
- Roger Dubois, administrative services manager
- Shirley Biladeau, continuing education consultant
- Staci Shaw, reading programs coordinator
- Stephanie Bailey-White, reading programs coordinator
- Sue Walker, Talking Book Service consultant
- Teresa Lipus, public information specialist

The Envoy is mailed quarterly to all public library directors and trustees listed in the ICfL Library Directory. PDFs are available at [libraries.idaho.gov/publications/trustee-news](http://libraries.idaho.gov/publications/trustee-news)

**What Can Trustees Do to Promote Lifelong Learning?**  
Kevin Tomlinson, ICfL library consultant

The article “Learning Is Lifelong” that appeared in the Spring 2013 issue of the Envoy resulted in some good questions about some of the suggested activities trustees can utilize to promote lifelong learning. It is gratifying to know that these articles are of interest to trustees, so thank you for the feedback. In response to your questions, here are some clarifications on the role of the library trustee in these activities.

The underlying principles are:

- Policy determination relies heavily on the board’s participation and knowledge.
- Administration is the responsibility of the person hired by the library board to manage or direct the library.
- Cooperation between the board and the director is a key to the library’s success.

As library advocates, trustees are encouraged to investigate new opportunities for continuous learning at the public library. Personal contacts and participation in social and other organizations afford trustees prime opportunities to talk about library services and to explain the library’s policies as well as its needs. This type of interaction with the public helps trustees become better informed about community expectations, which they then share with the library director.

As part of the library director’s duties, he or she provides the board with information and opinion on how the library is progressing

toward its goals. One of the ways in which the director provides assistance and support to the board in setting the library’s goals and objectives is to determine methods of evaluation, including the use of surveys. The board can then make use of survey findings in its annual review of the library’s success in meeting its goals and objectives.

Trustees serve as important liaisons between the library and the public. Their informal assessment of community needs and expectations through casual social interaction can be a major success factor in achieving the library’s goal of providing lifelong learning opportunities. It is, however, important to remember that it is the role of the library director to initiate formal surveys to learn what the community wants from the library. These data enable the director to complete the trustees’ picture of community needs and can prove invaluable in planning appropriate programs and services to meet those needs.

Trustees can also help to ensure the availability of new technology and information literacy as teaching tools at the library. “Education and Continuous Learning” is one of five key action areas adopted by the American Library Association to fulfill its mission of promoting the highest quality library and information services for all people. Lifelong learning is central to longer, healthier, more satisfying and productive lives, from birth to death. Trustees can make informed budget and policy decisions that will ensure

*continued on page 3*



**Lifelong Learning** *cont'd from pg 2*  
lifelong learning opportunities as a mainstay of the library's services.

Accelerating change is a perceived increase in the rate of technological (and sometimes social and cultural) progress throughout history, which may suggest faster and more profound change in the future. Succeeding in this environment of inevitable change means knowing not only how to access information, but also how to analyze and use it efficiently and effectively. This continues to make lifelong learning a top priority among library services.

The ongoing revolution in information technology demands changes not only in what we learn, but also in how we learn — in the classroom and beyond. Trustees can help promote lifelong learning opportunities at the library by budgeting for appropriate professional development that will enable library staff to learn about strategies and resources for providing lifelong learning for library users of all ages.

### LiLI.org Site Redesign

The new and improved site at [www.lili.org](http://www.lili.org) is now available!

#### Check out the following highlights:

- Combines Idaho Commission for Libraries (ICfL) services (LiLI Databases, [online@your library resources](mailto:online@yourlibraryresources.com), Mid-life Adults, DayByDayIdaho, etc.) in one site with a streamlined organization.
- Features a scrolling group of

For library staff, continuous learning is critical to renewing the expertise and skills needed to teach and assist all members of the community to make the most of the continuously evolving information environment.

Library staff members who have been trained to provide lifelong learning opportunities are then equipped to develop programs that show how new technology can provide all age groups with continuous learning opportunities.

Trustees can also help strengthen the role of new technology and information literacy as teaching tools in the library by learning more about their role as library advocates. Some of you may already be registered for Turning the Page 2.0, a six-week, facilitated online public library advocacy course developed by the Public Library Association and presented by the Idaho Commission for Libraries and the Washington State Library at no charge to participants.

resources for quick access to the most popular tools.

- Allows you to find resources for a particular user group or by topic.
- Shortens the Full Resource Index to match your search term if you start to type a database name in the box.

#### What can you expect next?

ICfL staff members are working

The more you know about advocacy, the more comfortable you will be in your role as library trustee. To learn more about how you can help strengthen the role of new technology and information literacy as teaching tools in your library, visit <http://libraries.idaho.gov/landing/trustees> and check out several resources, including *Digital Literacy Resources* and *WebJunction Idaho*.

#### Public library advocacy

means supporting your public library's financial and philosophical goals and needs. Library advocacy is another way of saying that you are telling everyone you know about something that means a great deal to you. In this case, that something is your public library. Advocacy activities include explaining the library to the community, publicizing the library at every opportunity, and demonstrating that your public library provides economic value to the community. After all, without the public library, what would your community have to offer in the way of lifelong learning opportunities? And, what would your community have to offer to potential businesses and investors who are considering opening a business there?

on the LiLI Guide, which is in the top right corner of the website. Users who aren't sure where to start will be guided to a tool based on their information needs.

Explore the new [www.lili.org](http://www.lili.org). We appreciate you letting us know if you run into something that doesn't seem to work right or is confusing. Questions should be directed to [lili@libraries.idaho.gov](mailto:lili@libraries.idaho.gov).

## Hiring for Customer Service in your Library?

by Shirley Biladeau, Continuing Education Consultant, with David Guyer, Human Resource Specialist

In the past few months, I have been polling groups of Idaho librarians about training topics they see as critical for their library development. A topic that keeps bubbling to the top is “customer service.”

Now, there are lots of resources for training staff in the area of customer service, among them the books *Fish!* and *Give 'em the Pickle*. There is also a LibGuide started at <http://guides.lili.org/customer-service> where you can quickly access online resources. And, if you would like to provide a customer service training for your library staff, you can contact me at [shirley.biladeau@libraries.idaho.gov](mailto:shirley.biladeau@libraries.idaho.gov) to discover how you might use the Continuing Education Group Grant for that purpose.

Another way to approach this topic is to make customer service a must-have skill or attitude when hiring new staff. After all, customer service is both internal and external, so it is just as important for the shelver, cataloger, or other technical services person to have impeccable customer service skills

as it is for the public services or programming staff. Consider using any of the following questions during your next round of interviews:

- How do you define going the extra mile for a customer? Please provide an example.
- What is the most positive aspect of dealing with library customers? Negative?
- Describe your customer service philosophy. Form your answer as a “Tweet.”
- Describe a challenging situation with a patron that ended positively.
- Describe a difficult situation you faced in the past with a coworker and how you resolved it.
- How would you handle it if other staff members gave teens a hard time for talking in the library when they hadn’t treated adult library users the same way?
- How do you build relationships with (fill in the blank)?
- How do you maintain a supportive relationship with teens while keeping an appropriate distance?

- How do you manage co-workers who are reluctant to change or to adopt new technologies?
- It’s a quiet Sunday afternoon at the library. All of a sudden, a patron rushes to the desk to say that a toilet is overflowing. You immediately go to check it out, and sure enough, water is starting to flow out of the bathroom and into the children’s area. A little girl outside the bathroom starts to scream. What would your next steps be?
- Please describe a time you had to deal with a difficult patron and how you handled that situation.
- What do you think are three essential qualities of a librarian?
- What is an example of your best customer service experience?
- What is your approach to collaborating with teachers?
- What would you do if you were working the reference desk and had to handle someone standing there in person asking for information, the phone ringing, and a chat reference question popping up?
- What do you think exemplifies great customer service?

## Health Information Initiatives by Gina Persichini, networking consultant

There are many opportunities for libraries to help users with their health information needs. Libraries have long been a source to learn about health topics. Whether it’s helping people research topics for personal health, review their medical records, or learn about options with upcoming changes to health

insurance national requirements, the library’s role as information provider will not change.

Libraries are an obvious source for users to go to for health information. Without promoting specific brands or points of view, library staff is able to

provide unbiased information to users who request it. In addition, librarians are already providing digital literacy training for users to help them understand how to keep personal information such as social security numbers and contact information private when using public access technology

**Health Initiatives** *cont'd from pg 4*

and how to interact with online government forms when filing taxes or submitting forms for unemployment. No strangers to helping users interact with public services, librarians will again be asked to assist users to navigate new online services—this time with health information.

How do Idaho libraries already help users find health information?

- LiLI.org—With databases

specifically focused on health and medicine, Idahoans can research conditions, medications, and illnesses at their convenience. The health content at LiLI.org includes databases in Spanish, too.

- Idaho CareLine—Librarians have always had a role in information and referral. Users looking for referrals to medical providers or public health services can be referred to <http://211.idaho.gov> or 2-1-1.

- Next Avenue —At [idahoptv.org/nextavenue](http://idahoptv.org/nextavenue), Idahoans can access tips, articles, and videos on health and well-being for mid-life adults.

Idaho Commission for Libraries has an online summary of several health initiatives at <http://libraries.idaho.gov/blogs/ginapersichini/health-information-initiatives>. Library staff and trustees will want to become familiar with the variety of educational programs and the library's role in sharing information about them.

**Contributing to FY14 LearningExpress Library Subscription**

The Idaho Commission for Libraries recently mailed a letter to public, academic, and school libraries requesting voluntary contributions to cover an 8-month gap in the statewide subscription to LearningExpress Library (LEL).

**Why the gap:**

Since November 2010, Idahoans have had access to LEL through a statewide license as part of the “online @ your library” project. The Commission requested ongoing state funding for LEL in both our FY2013 and FY2014 budget submissions but it was not approved either year. As a result, our statewide license will expire at the end of October 2013. The Board of Library Commissioners approved a budget request for FY2015 that includes ongoing funding for LEL. If approved during the upcoming legislative session, that funding will not be available until July 1, 2014. That leaves an 8-month gap in which LEL will not be available via a statewide license.

**What we are asking of libraries:**

To provide statewide access at least through June 2014, we are seeking voluntary onetime contributions from Idaho public, academic, and school libraries. LEL quoted an 8-month subscription price of \$58,880 to continue the same content we now have available—the core LEL platform and the Popular Software Tutorials learning center. If you are able to contribute, the amount is up to you. Please use the form at <http://libraries.idaho.gov/files/FY14ContributionForm.doc> to indicate your commitment and return it to us by September 20 via fax to 208-334-4016 or via email to [gina.persichini@libraries.idaho.gov](mailto:gina.persichini@libraries.idaho.gov).

**How this will work:**

Commission staff will track all commitments received for the 8-month subscription, and provide an update in early September, with next steps for the subscription, billing, and other details related to continuing statewide access to LEL.

**Ensuring ongoing LEL access:**

Ensuring ongoing access to LEL is a two-step process and we need the help of the library community to achieve it:

- First, we must find \$58,880 to cover November 2013 through June 2014.
- Second, we must be successful in getting ongoing funding approved as part of the Commission's FY2015 budget; the LEL funding is part of a package that includes a request for reimbursement for public library ISP charges that are not covered by E-rate discounts and a small amount for public information.

If you have questions, please contact Networking Consultant Gina Persichini or State Librarian Ann Joslin at 208-334-2150.



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### **Book a guided “Capitol of Light” Virtual Tour for your library!**

In an effort to provide all residents of Idaho with the opportunity to participate in an Idaho Capitol Tour, the Idaho Legislative Services Office (LSO) and Idaho Public Television (IdahoPTV) produced a Virtual Capitol Tour based on the current program that the LSO operates. The tour is given using video teleconferencing equipment purchased with onetime funds provided by the Idaho Commission for Libraries through our Broadband Technology Opportunities Program (BTOP) grant.

The tour is designed for a legislator or tour guide to be located in the Capitol building while talking to virtual tour participants about the Capitol. Several video vignettes are used to lead the participants on a tour through the building as if they were there. Watch a 4-minute overview of the tour at [www.youtube.com/watch?v=afCNHWjH\\_U0](http://www.youtube.com/watch?v=afCNHWjH_U0). You will also be able to view a demo of the tour at the Idaho Library Association Annual Conference, October 3–4 in Nampa.

LSO will schedule your tour and send you a laptop for the video teleconference connection and IdahoPTV will coordinate a test call and connection for the day of the event. LSO staff will act as a tour guide or be a joint tour guide if a legislator is present. The tour is approximately one hour. For details on how libraries can connect with Capitol Virtual Tour, see <http://libraries.idaho.gov/virtualcapitoltour>. The LSO and IdahoPTV look forward to providing a virtual tour for your library users.

### **New Commissioner at ICfL**

Pat Raffee, Kootenai County Chief Deputy Clerk, has been appointed by the Governor’s Office to the Idaho Commission for Libraries Board of Library Commissioners

for a five-year term ending June 30, 2018. Raffee, who lives in Post Falls, fills the position on the Board that represents northern Idaho and replaces Bruce Noble,

who served as the northern Idaho representative for 18 years. Look for more about our new commissioner in the Fall Envoy issue.