

# ICFL News

The Idaho Commission for Libraries Newsletter



## Ready, set: Log on to WebJunction Idaho!

Library training gets even easier

*Microsoft Word 2007* getting you down? New to the library world and need advice on which of those old books on the shelves need to go? Wondering what the next step is to entice more people to use your library?

Whether you're tucked away in remote rural Idaho or fighting the daily commute near Boise, getting the solutions to these quandaries has never been easier.

Since August 4, if you're part of the Idaho library community, all you have to do is register at WebJunction, wait to be approved for affiliation with Idaho, and you'll have a smorgasbord of some 240 free courses at your fingertips. Once you have been approved for "Idaho affiliation" – which should take no more than 24 hours, you'll click onto "Idaho affiliation," and pick your course for \$0. If you've registered before, the only thing that is different from the protocol you used before to take a course is that you don't have to use a coupon.

Signing up for the courses is fast and easy, and the courses are very manageable— only a few hours to complete. For more information, contact Shirley Biladeau at [shirley.biladeau@libraries.idaho.gov](mailto:shirley.biladeau@libraries.idaho.gov).



**Library Addition:** Here is an architect's rendering of an expansion to the Madison Library District building. Madison County voters approved a bond on Aug. 5th. Plans call for completion of the addition 18 months after the groundbreaking in late September.

## Madison Library District voters give a BIG go-ahead for \$3.9 million expansion

*The time and the place* for a new library seemed right: Rexburg, the second fastest growing town in Idaho and home to the state's newest university – BYU-Idaho.

But it took the right people to make the idea come to life. And they were the people who make up the Madison Library District library staff, board and foundation. They launched a campaign for a major expansion to the district's 30-year-old building during the fall of 2007. Less than a year later on Aug. 5<sup>th</sup>, their efforts garnered a landslide victory with a

74.36 percent voter approval of a \$3.9 million remodeling project.

Rexburg has grown by 51 percent since 2000 when Mormon Church leaders announced that Ricks College, located there in the county seat of Madison County, would expand into a university. However, demands on the county library have outpaced even the city's phenomenal growth, with the library traffic count having increased 57 percent since Director Judy Dewey came on board in early

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## 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.

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2001. During June and July of this year the library averaged 1,000 people per day.

Nonetheless, voters still had to understand why the current building was becoming inadequate.

And the way to begin educating them on that was first to make sure they were happy with the services, Dewey said.

“If you do what the public wants, they will come,” she says.

That has been Dewey’s mission since she was appointed director less than a year after starting at the “bottom of the totem pole,” she said.

One thing Dewey committed to when she became director was moving up the processing time from several months to no more than two weeks. Another was buying more books but fewer titles. For example, Dewey recently purchased 40 copies of *Breaking Dawn*, the latest best seller by novelist Stephanie Meyer.

“We have a three-to-one policy,” Dewey said. “If we have more than three requests in at the same time for the same title, we order another copy.”

The night before Meyer’s latest book went up for sale, the Madison Library District had 119 requests, hence the 40 copies.

In the name of providing better service, Dewey says her policy is to keep up on requested titles rather than borrowing them from other libraries.

“We have a standing order with our book jobbers for popular fiction authors,” she said.

And every day the acquisitions librarian checks to see which nonfiction authors have made appearances on popular TV and radio programs.

But though it might seem from Dewey’s modus operandi that the Madison Library District must have a huge amount of money to spend on books, that is simply not so, she said.

“If you compare us with the rest of the state, it is a fact that as far as funding goes and how we can pay our people and how many we can hire, we are below the state average,” Dewey said. “But in the service we give and the number of people who come in here and the circulation, we are over the state average.”

### The winning campaign ...

*Here are some strategies that helped convince voters in the Madison Library District to pass a \$3.9 million bond.*

- **Waited until after** a school bond of \$17 million passed before launching a campaign.
- **Showed property owners** on the library’s website how much more in taxes they would pay to expand the building.
- **Kept in close contact** with the local media, which resulted in several articles and TV spots.
- **Put architectural renderings** of the remodeling project on the library website.
- **Did presentations** at local service groups.
- **Contacted business owners**, asking them to remind voters on their marquees of the election – and they did.
- **Installed banners** around town reminding citizens to vote.
- **Disseminated brochures.**
- **Publicized and held** a well-attended *Breaking Dawn* party for high schoolers four days before the election.

## Judy Dewey lives her dream job

**Madison District director puts the spit shine on her every endeavor**

*It might be coincidence* that Madison Library District Director Judy Dewey's last name is curiously apropos to her occupation, but maybe not so much. This is the woman who as a teen actually played library with her cousins.

"When I was 13, I spent the summer with some of my cousins who were much younger," Dewey said. "I organized their Golden Books and made them check them out."

When those same cousins were adults, they told her they were not surprised in the least when she enrolled in library school, Dewey said, laughing.

Dewey earned a bachelor's in English from the University of Redlands, a small liberal arts college in Redlands, California. She got a master's in library science from Indiana University Graduate School. When she was 48, she became a lawyer after graduating from the University of



Idaho Law School. She practiced law for about 10 years.

But in 2001 the world of libraries — always Dewey's first love — beckoned to her when she moved to a hamlet near Rexburg.

"This job came up, and it looked kind of fun. I had the library degree, and I've always loved libraries." She said. "I remember accepting the job in a parking lot in Des Moines, Iowa on my daughter's cell phone."

She said she has never had a job that energized her more. Not only has Dewey had an exceptional professional life, but she helped raise five children, too.

Scott is a rocket scientist, Brian teaches Russian at BYU-Idaho,

Keith is a computer scientist, David is an accountant and Emily is a librarian with her master's in library science from Indiana University.

"Ok, I like to brag about them," Dewey admitted.

Who wouldn't! But because she is an advocate for good parenting, she has some plans for the new library addition that she hopes will enhance the lives of parents and children in the district. When the addition is completed in about 18 months, there will be a separate section for children.

"Right now it is fairly noisy in our library because the children's section is prominent," she said. "But in the new library, we will have a separate section for the adults.

"Parents will be expected to accompany their smaller children in the children's section, but I plan to have adult magazines in there on families and parenting so the parents will have things to read there, too.

*(Editor's note: It's ICFL's intention to do a profile of someone in the Idaho library community in each newsletter. Please email or phone suggestions to Julie Pence at 1-800-458-3271, or [julie.pence@libraries.idaho.com](mailto:julie.pence@libraries.idaho.com)*

## Teacher-Librarian, VIP In-Service—Take Two

*Plans are underway* for another in-service for teacher-librarians and the movers and shakers (VIPs) from their school community. Mark your calendars for Sunday, March 15 through Tuesday, March 17. Applications will be available online soon, and those who attended last year as well as first-time attendees are encouraged to apply.

The planning committee in-

cludes Sandi Shropshire, ISU, Bill Rasmussen, Century High School, Pocatello, and Sherrilynn Bair, Snake River Community School Library, Blackfoot. Agenda items include analyzing relationships between school libraries and academic achievement, incorporating Idaho Standards into a Big6 model of teaching across the curriculum, and a hands-on review of resources available to help your students achieve.

Once again the Idaho Commission for Libraries will pick up travel, meals and lodging at an eastern Idaho venue. National caliber speakers are on the agenda. The committee hopes to offer college credit to both librarians and VIPs. For more information, contact Anne Abrams at [anne.abrams@libraries.idaho.gov](mailto:anne.abrams@libraries.idaho.gov) or Shirley Biladeau [shirley.biladeau@libraries.idaho.gov](mailto:shirley.biladeau@libraries.idaho.gov) or phone at 1-800 458-3271.

## Helping libraries be more “healthful”

*A patron asks you* for information on arthritis. The first thing you think of is that somewhat dated book back in the 600s. Or, you jump onto the computer and scan the Lili database.

These are not unreasonable responses. But soon you might have even more information at your fingertips, courtesy of the National Network of Libraries of Medicine, NW Region (NNLM), and the Idaho Commission for Libraries (ICFL). The two groups are working to get more information on health into the hands of Idaho citizens.

But how to do that is the challenge, one Anne Abrams and Sue Walker of ICFL began taking on in earnest on July 18<sup>th</sup>. They met with 25 public and medical librarians and reps of community organizations focused on health issues. The purpose of that meeting was to or-

*Want to learn more about making your library a better resource on health issues?*

**What:** Pre-ILA Conference workshop: Just for the Health of It (or taking the fear out of providing consumer health information).

**When:** Wed. Oct. 1, Noon to 4:30 p.m.

**Where:** Shiloh Inn, Idaho Falls

**How to register:** Contact Sue Walker at 1-800-458-3271, or register online at <http://emp.byui.edu/TWITCHELLL/registration.pdf>.

ganize a workshop for the preconference of the annual Idaho Library Association conference in October. The workshop will educate librarians getting the word out to the public on just what kinds of free health information is available.

“Some of the things we talked about included how librarians can identify and partner with community organizations that are concerned about health issues,” Walker said. “And we also want to educate librarians on just what kinds of free information is out there.”

One library that is a good example of partnering with folks from the medical community and groups associated with that world is the Portneuf District Library. Youth Services Librarian Jeanne Farnworth

started a highly successful monthly health fair for Chubbuck youths and their parents in 2004 that has expanded to include library patrons of all ages. Since then she said she has become aware of all kinds of free health information and resources that she had never known were available.

“Actually I wasn’t even aware of the NNLM until I had been doing the fitness events for about a year. I have learned a lot about resources for patrons.” Farnworth said. “And since we got this going, we have had people coming out of the woodwork to act as liaisons between the library and the community to help the public on health issues. It has really opened up our library to a lot of opportunities healthwise.”

### **Summer Reading online report form available now**

As summer reading programs start to wind down, don’t forget one last thing before you put away all those bug props and craft supplies. It’s time to fill out your statewide summer reading survey online.

Idaho libraries have shown a steady increase in participation over the past few years. In fact, **62% more children participated in 2007 than in 2004, with 44,600** children registered for summer reading.

The information you provide helps the Commission maintain funding for this signature library program. To fill out the survey, go to: <http://libraries.idaho.gov/2008summer-reading>.

### **Thank You Fred Meyer Fund!**

Thanks to a **\$15,000 grant from the Fred Meyer Fund, 110 Idaho libraries received 6,155 “Books for Summer Readers”** to give away to their Summer Reading participants.

Librarians and kids alike were thrilled.

“It was a great incentive to get kids to read and keep them reading,” said Coeur d’Alene Public’s Youth Services Librarian Susan Thorpe. Valerie Bame at the Burley Public Library said, “The kids loved them - great quality and high interest books.” Bellevue Public Library Director Patty Gilman was also enthusiastic, saying, “We read them during the summer reading program and they were given out as special reading incentives. We loved them!”

Libraries can thank the Fund directly by contacting: Glynda Brockhoff Philanthropy Coordinator Fred Meyer Stores Mail Stop 04002/34N PO Box 42121 Portland, OR 97242.

## Meet the state's first digital documents librarian



Natalie Nation was recently hired by the Idaho Commission of Libraries to help ICFL implement digital repository.

*If it's organization* and predictability you're looking for, a librarian is probably someone who would fill those needs.

But what happens when you run into two librarians, and they happen to be married to each other? A kitchen with alphabetized spices?

In fact, yes. At least that's the case with Natalie Nation, the latest hire at the Idaho Commission for Libraries.

And that's not all. Natalie and her husband William, a manager at the Boise Public Library, have their personal video library alphabetized and catalogued on line.

"That's so if we want to search for something by genre, we can search for a list of everything with key-word terms and find what we want to watch," Nation said.

It probably makes for harmony in the household for the two who met while they were working in the same library in Charlotte,

North Carolina. But it remains to be seen if Mrs. Nation's new job will be all peace and harmony – at least at the outset.

New jobs are usually challenging, but to a degree Nation's new job is being defined as she goes along.

She's Idaho's first "digital documents librarian." The job was created in response to a new law that says all state documents must be stored in a place where the public can find them.

"My job is to coordinate the capture and control of state publications and make them findable and retrievable on line," said Nation, who has a master's degree in library and information science from the University of North Carolina, Greensboro.

She'll also help educate personnel at other state agencies of the new regulation and establish working relationships with them. ICFL will be the digital repository, but ICFL is also requesting

two hard copies of each printed document in order to store every one at the University of Idaho in Moscow and also the Idaho State Historical Society Public Archives and Research Library in Boise.

Said Nation, "I anticipate that once everyone understands why this is so important and how to go about it, they will be happy to comply."

## ICFL hires public information specialist

*You might say* Julie Pence as done it all.

She's worked in a public library, taught high school English, art and journalism, run elementary and secondary libraries, been a legislative reporter and worked as a public relations consultant. In her latest incarnation, she's the new public information specialist at the Idaho Commission for Libraries.



"Really, though all this is wasn't what I had envisioned when I graduated from college, I have to say that I have never been bored for very long," she said. "And now what is really cool is that I have a job in which I get to use all of the skills I have developed throughout my life."

That would include writing, editing, photography, advising on public relations campaigns, layout and "helping to make the Idaho library community shine," she said.

Pence said she hopes Idaho's librarians will be generous in passing along information for the various newsletter she will be doing for ICFL. You can contact her at 1-800-458-3271 or [julie.pence@libraries.idaho.gov](mailto:julie.pence@libraries.idaho.gov).



## FEMA vs. Librarians: A media perspective

Anne Abrams  
*Field Notes*

*If you attended* the Post Falls Pacific Northwest Library Association's annual conference, then you might have noticed FEMA was in our midst. The Federal Emergency Management Agency had 48 hours to deploy to the Couer d'Alene flood-damaged area after President Bush declared it a national disaster site on July 31.

If you were on the site planning committee for PNLA, you couldn't help but notice FEMA. Their arrival at our conference site pushed 37 conference attendees to off-site hotels and overtook our meeting space for their logistical operations.

If you were one of those folks pushed to another hotel, you certainly noticed FEMA. Or if you were the Public Relations Chair for the conference, you certainly felt FEMA's impact. I was the PR Chair.

I'll readily admit when I first heard about the President Bush's announcement, I was miffed. I had to halt the printing of the mini-program guide as rooms was jug-

gled around for our sessions. It was too late for the full-conference printing -- that was already off the presses.

The day I arrived on site I found some librarians angry. They were wondering just how good our contract was for the Red Lion Templin's: Didn't we have their guarantee conference rooms and lodging would be set aside for our needs? Just how easy was it to push librarians around?

That was before I got word a TV reporter was coming to investigate rumors that the librarians were livid about the hotel's handling of the situation. That gave me pause. Did I want a story about whiney librarians in the face of a national disaster or a story portraying librarians as flexible, willing to embrace change and good collaborators in the face of challenge?

Well, of course I wanted news coverage that would put our profession in the best possible light.

I had 15 minutes until the press arrived. I had a brief meeting with the Templin's management team and our PNLA presi-

dent. I briefly sketched out my talking points: The President had declared a national disaster for this area on July 31 due to severe flooding in May and June (I was sure the TV station had footage of that event). In the face of this grave situation, the librarians at the conference have demonstrated their flexibility. As a profession we embrace change. And we have collaborated with the hotel to ensure the very best outcome for all concerned. As you can see, I had already picked out the visual here -- small groups of librarians clustered in animated conversation, our enthusiasm unfazed.

When the reporter arrived, I was ready. In fact I couldn't wait until the story aired.

But it didn't happen. I talked about the situation with the reporter and the video photographer and admitted some people were upset. When I put our inconvenience in context of the national disaster and had them recall the flood event, the wind went out of the story. I told them I would love coverage of the librarian's conference, and I told her what my talking points would be. (It helped that she was half my age.) I suggested the real story was FEMA being on site to handle disaster logistics. The FEMA story won out.

### Coming to your Browser in October!

[www.libraries.idaho.gov](http://www.libraries.idaho.gov)

We've redesigned, redefined and upgraded our web services! Find information your way— RSS, tag clouds, your profile page's bookmarks, and more! Make us your destination for relevant content, conversation, and continuing education needs.

Idaho Commission for Libraries' web 2.0 make-over made possible by the Institute of Museum and Library Services, 2008.





# Library news from around the state

## In the media: Library use up as economy slows down

*The local public library* – a tranquil sanctuary during turbulent times? It would seem so.

The CBS Evening news recently ran a story on people trying to find fun but free activities – including visiting the library. The American Library Association says the piece had 6.4 million viewers. Correspondent Bill Whitaker reported that library use this summer in sample cities from across the U.S. were up between 10 to 26 percent.

Here in Idaho at least two libraries covered by the news media are also reporting increased activity. *The Idaho Press Tribune* in Nampa reported that a record-breaking number of people visited the Nampa Public Library in June, and they checked out 64,317 items during the month.

“That’s the highest amount of materials ever checked out and a 10 percent increase over last June,” Director Karen Ganske said.

Ganske attributed the increased usage not only to the down economy but also to increased programs at the Nampa library. Easier access to finding and checking out books through home computers is a big contributor to increased circulation, too, she said.

Coeur d’Alene Public Library has also seen an explosion in library use. For instance, the participation in the youth summer reading programs has increased four-

fold, according to the *Spokesman Review*. Checkouts are up 73 percent in one year – where a new building is also helping to draw in people.

“It’s every librarian’s dream,” Coeur d’Alene Public Library Di-

rector Bette Ammon told the *Spokesman*. “Having lines of people waiting to come in when you’re unlocking the doors, checking out all your books.”

stuffed chairs as they are snacking,

## Give them what they want ...



Members of the Twin Falls Public Library’s Teen Advisory Board enjoy Yscapes, the new teen room at the library. From left to right are: Shannon Johnson, Hosanna Kabakoro, Ellie Burton, Tony Bratcher and Breann McEntarffer.

*Something radical has replaced* stuffy and stodgy at the Twin Falls Public Library. It’s the unveiling of “Yscapes,” a new teen center that has taken the place of a periodical storage area for magazines dating back to 1939. It’s a “destination” area, if you will, that cost \$100,000. The place for teens to escape to was sponsored in part by a former member of the Idaho

State Library Board – the late Mary Jane Kinney of Twin Falls – who had always advocated for a space for teens at TFPL.

The hope by project sponsors and TFPL staff, board and foundation is that on any given day you’ll find in that former hidden corner lots of teens curling up into overstuffed chairs while

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reading, gaming and tapping away on their laptops in a room with teal and blue walls and a flat-screened TV.

“Radical” was the term a *Times-News* reporter used to describe the project – an endeavor that, incidentally, follows the suggestions outlined in a 2007 report commissioned by the Idaho Commission for Libraries to find out how to make Idaho’s public libraries more attractive to teens and 20-somethings. The study was based on surveys of young people (digital natives) chosen from six medium-sized Idaho cities. Among many conclusions drawn from the answers to the survey questions were the following:

- **Include** coffee shop/food areas;
- **Modernize** the furniture;
- **Make** access to the media available;
- **Jazz up** the interior design;

- **Have** sections where young people can be loud;
- **Hire** friendly, enthusiastic librarians;
- **Make** high-speed Internet accessible to laptop users;
- **Advertise** in the community what’s available for youths at the library.

**But the overriding conclusion from the study was that librarians should ask teens what they want and then give it to them.**

And that is exactly what TFPL did after consulting with its Teen Advisory Board.

The point is for librarians not to preach to kids about learning to love books but rather to make the library a place where kids want to go, TFPL Foundation member Ann Alverez told the *Times-News*. TFPL youth services librarian Erica Littlefield said, “If a library did decide to remodel, I would hope

they would talk to their teen patrons. If they did it how they assumed teens would like it, it probably wouldn’t get used.”

That approach has certainly worked for the Jerome Public Library, which has had a teen room for about a year and a half. Assistant Director Mary Vogel said most days during the summer that teens are lined up outside when she opens the door for business. She said the approach also came from listening to suggestions from a teen advisory board.

Said State Librarian Ann Joslin of the Twin Falls effort, “I see this as another example of libraries working toward our collective statewide vision, combining more services to digital natives with community conversations (ask them what they want) and embracing change.”