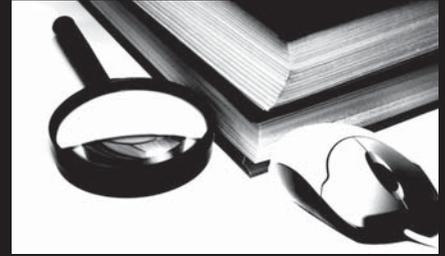


ICFL News

Vol. 2 No. 5 Sept/Oct 2007

The Idaho Commission for Libraries Newsletter



Idaho Digital Natives speak up

The Idaho Commission for Libraries (ICFL) retained Corona Research to conduct focus group research with "Digital Natives," identified by ICFL as the generation (12-25 years old) growing up with computers and the Internet since infancy. The research team recently completed their report, *Perceptions of Idaho's Digital Natives on Public Libraries*, and ICFL will mail copies to every library director, trustee and secondary school librarian by the end of this month. The entire report can also be found on ICFL's web site, <http://libraries.idaho.gov>.

The necessity to more effectively reach Digital Natives, who currently use Idaho libraries at below average rates, was initially identified during the "2020 Vision" process as one of four strategic priorities. State-wide focus groups were designed to identify themes and trends related to Digital Natives' needs and desires in local library services. The report's findings will assist library staff and trustees in planning and providing relevant services to this generation of residents.

The Commission is also working with a series of video clips from the focus groups for further training and communications activities.

Downloadable audiobook service begins October 1

Beginning October 1, 2007, Idaho citizens will be able to download audiobooks through the LiLI eAudioBooks Collection (LiLI-ABC). This 12-month demonstration project provides access to a large subscription of downloadable audiobooks made available through NetLibrary's Recorded Books partnership. The books, published through Recorded Books, are downloadable through the NetLibrary interface.

Similar to the LiLIDatabases, the audiobooks will be available at no cost to any Idaho citizen through their publicly funded school, public, or academic library. Books may also be accessed through the LiLI Portal at www.lili.org. Account information and promotional materials, including instructions for logging in, will be sent to each library in mid-September.

Training for library staff will be provided beginning September 19. Interested library staff members may participate in a two-hour webinar as an introduction to the service. Face-to-face training will follow in October and will be held in Post Falls, Lewiston, Blackfoot, Twin Falls, and Boise. This training will include the following breakout sessions: "5 Essentials for Success," "Marketing," and "Going Portable." The "Going Portable" session will include hands-on practice for



downloading an audiobook. ICFL will only have a few mp3 players to use in the training, so participants are encouraged to bring their own device if possible for an improved training experience. Space may be limited, so sign up today at <http://libraries.idaho.gov/event>.

Downloaded books can be heard on a user's personal computer through Windows Media Player and on a variety of mp3 players. Unfortunately, iPods and computers from the Apple company are not compatible due to licensing restrictions. A list of compatible devices can be found on the ICFL website at <http://libraries.idaho.gov/eaudiobooks>.

The LiLI eAudioBook Collection includes popular fiction and non-fiction, biographies, classics, the CEV Holy Bible, a Pimsleur Language session

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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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Read to Me budget request clears first hurdle

During its August 23rd meeting the State Board of Education approved the Commission for Libraries fiscal year 2009 line item request for Read to Me in the amount of \$1,169,500 over two years.

The funding is intended to expand the First Book and Jump Start elements of Read to Me, establish mini-grants for public libraries to work with community partners to implement best practices in library service to children, and fund three positions to implement and sustain the expansion.

The Commission's entire fiscal year 2009 budget request including the line item was submitted to the Division of Financial Management (DFM) in August. The next step in the process is waiting to see if the Governor will include the Read to Me line item in his budget recommendations.

For more information about the line item request for Read to Me, contact State Librarian Ann Joslin or Project Coordinators Stephanie Bailey-White or Peggy McClendon at the Commission.

eBranch in a Box: On the Road Again

In October, the eBranch in a Box Basics workshop will be paired with an Advanced workshop and presented around Idaho. Training locations include Post Falls, Lewiston, Blackfoot, Shoshone, and Caldwell. Details about training times and locations, including links to online registration, can be found at <http://libraries.idaho.gov/e-branch2007>.

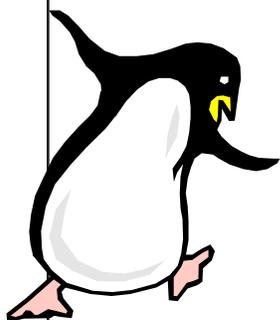
Libraries that would like to have a website, but don't have a lot of time for design and maintenance will love how easy it is to bring eBranch into the workflow. Staff attending the eBranch Basics workshop will actually work on their website as part of the activities. There's no need to know HTML or any special programming languages. Users need only be comfortable with web browsing, completing an online form, and cut/paste actions to be successful with eBranch.

Staff already using the system and needing a refresher will want to attend the Basics workshop in Octo-

ber. Library staff interested in learning about advanced features or needing help with customization will enjoy the informal, hands-on approach with the Advanced eBranch workshop. A team of ICFL staff will be on hand to help Idaho libraries achieve their eBranch goals.

In August, ICFL presented a program about eBranch in a Box to attendees at the Pacific Northwest Library Association Conference in Edmonton, Alberta. Lisa Zeiter, Director of the Garden City Public Library, participated in the presentation sharing the library perspective. Lisa had taken an informal survey of Idaho eBranch users and learned that Idaho librarians are very satisfied with the system. Lisa commented that "staff love the website" and took to it "like ducks to water." Even more, her informal survey indicated that library users were just as pleased with the new library eBranches.

New professional books



The Idaho Commission for Libraries Professional Development Service (PDS) provides access to numerous titles in the field of library and information sci-

ences. Free shipping to and from your library is provided!

See <http://libraries.idaho.gov/pds> for more information. The following are a few of the recent additions.

Hands-On Guide to Video Blogging & Podcasting: Emerging Media Tools for Business Communication, by Lionel Felix & Damien Stolarz (2006). Step-by-step instructions for launching a podcast or video blog (ICFL 006.7 Felix)

Copyright in the Digital Age: An Update, by NILRC and ALA (2007). This program includes key issues in U.S. Copyright Law since 2004, Fair Use and how it applies to web sites, blogs, wikis, and other web resources, intellectual property decisions, and more. (ICFL 346.048 Copyrig)

Library 2.0 and Beyond: Best New Technologies: Keeping Up with the Storm (Soaring to Excellence) by College of DuPage (2006). This program focuses on the nexus of Web 2.0 technologies and their relation to current library 2.0 service philosophies. 025.0028 Best Ne

NextGen Librarianship: Where do we go from Here? by College of DuPage (2007). (ICFL 020 Nextgen)

Organizing Information from the Shelf to the Web, By G.G. Chowdhury and Sudatta Chowdhury (2007). This is the most up-to-date textbook covering everything from traditional cataloging and classification through to metadata, information architecture, and the semantic web. (ICFL 025 Chowdhu)

The One Thing You Need to Know: About Great Managing, Great Leading, and Sustained Individual Success, by Marcus Buckingham (2005). "A guide to capturing the essence of the three areas fundamental to professional activity" which are: great managing, great leading, and career success. (ICFL 658.409 Bucking)

How Customer Think: Essential Insights into the Mind of the Market, by Gerald Zaltman (2003). Do customers really know what they want? That's the question the author tries to answer. Zaltman offers insight into the "mind of the market" to answer this question. (ICFL 658.8 Zaltman)

Elementary Battle of the Books, by Sybilla Cook et al (2005). This book is filled with information and ideas on how to promote many of the most popular titles for grades K-5. (ICFL 372.4 Element)

Stretchy Library Lessons: Research Skills, by Pat Miller (2003). This series includes ready-made, flexible lesson for librarians short on preparation time. Each 20-minute activity and one stretchy activity can be tailored to fit your time frame. (ICFL 025.5 Miller)

New ebooks added to LiLI-D

The Idaho Commission for Libraries has added 20 new ebooks to the LiLI-D collection. These ebooks from the Gale Virtual Reference Library (GVRL) are purchased titles that have been added to the 11 previously acquired Gale titles. All are full-text reference titles. They are the exact duplicate of the paper version of the titles (including title page, table of contents, index, references, all images, and text) and have the added benefit of being electronic, which includes internal title links to related items, external links to other related resources (i.e. author information and web sites), and full-text search capability.



These GVRL titles (as part of a statewide purchase) are owned by each publicly-funded library in Idaho. Each Idaho library has the option of adding a copy of each ebook to their OPAC. The MARC records are free and downloadable from Thomson Gale. Go to: http://marc.gale.com/cgi-bin/marc_merge/listfiles.pl to locate titles and download records.

These titles cover a variety of topic areas including American and world history, sports, American culture, literature, health, science, education, and demographic information. Resources would be beneficial to public, school, academic, and special libraries in Idaho as a supplement to the LiLI-D service and an individual libraries' resources. These resources were purchased with LSTA funds.



Discover Book Index Review

Editor's Note: Cheri Rendler, an adult services librarian at Boise Public Library, presented a session at the Treasure Valley Regional ILA Conference on Book Index with Review, and agreed to write an article for the ICFL Newsletter on the topic.

What is BIR? It's Book Index with Reviews, an online readers advisory database from EBSCO and Baker and Taylor that is accessible through LiLI. The database contains over four million fiction and nonfiction book titles for all ages, many with reviews from journals such as Publishers Weekly, School Library Journal, Library Journal, Choice and others. Over 500,000 music titles and 200,000 video titles are also included in the database as separate category searches.

The book search category contains additional content such as forthcoming titles, an alert feature for new items, searchable book reviews and the ability to view the table of contents, first chapter, and page count of a selection of items. Items are ranked by popularity based on the sales to libraries and booksellers, but search results can be resorted by publication date, relevance, format, price, publisher or title.

BIR has three ways to search: basic, advanced and browse. The basic option works best for most searching, using the top search box for keywords, author names or a combination of both. The search is not case sensitive and words can be in any order, including author names. This search usually results in a broad

range of material, so using the limiters below the basic search box is helpful in narrowing results. Searches can be limited to fiction or nonfiction, adult or juvenile, grade range, Lexile range, contains reviews, large print, publication date range, price, page count, Dewey range or forthcoming titles.



For example, typing "carol shields" in the basic search box and limiting to English and adult materials results in 89 items. Being a fan of her fiction, I can see what else she's written and what formats they are available in. Not limiting to adult materials in this search results in 137 items, some by children's author Carol Diggory Shields.

Advanced searching is useful if you want to combine fields in your search. For example, searching a series name with an author, words in a review such as "easy to read" with a subject or combining subjects to get more focused results. Fields that can be combined in a search include author, publisher, subject, ISBN, LCCN, review/annotation and title/series name. The advanced search also allows the option of Freehand Boolean Searching.

An example of the utility of advanced searching is finding newer books similar to those written by Farley Mowat. Choose the subject field and type "nature", choose the field review/annotation and type "Mowat", sort by

publication date descending, and limit to English, nonfiction and adult. There are thirteen results with the newest listed first, some of which include material in the reviews that fans of Farley Mowat will like the book or the review says Mowat has contributed to the book.

The browsing feature lets you search new releases and forthcoming titles by BISAC subject headings. BISAC is the subject categorization system used by bookstores and the publishing industry. You can search for subject headings by clicking on the alphabet letter or typing in a subject keyword, which will take you to the closest matching term. You can also browse author lists and title lists, most effectively used by typing in an author's last name or the beginning of a title, respectively. There is a separate subject list that can be browsed by three different subject categories: BISAC, Library of Congress, and General (Baker and Taylor). The last of the browsing features is by Dewey number.

Browse searching is useful for finding items in a certain subject area or genre and then creating your own lists, which can be used to create book lists. Alerts are another nice feature that e-mail you when new titles are added to the database in a certain subject area or genre, or written by a particular author. Any search you construct can be saved and used for future searches or alerts, all by using the free registration option and saving them to your account. Account registration in "My BIR" is free and requires your name and email address. You create your user name and password to access the account.

Discover how easy it is to use Book Index Review by visiting www.lili.org.

Trustees can utilize the Digital Native report in variety of ways

The newly released *Perceptions of Idaho's Digital Natives on Public Libraries* should be a source for some interesting discussions at upcoming board meetings. The report, along with other information about your community, provides a relatively objective basis for more informed policy and program decisions and can help shape innovative services.

Here's some suggestions for how trustees can utilize the report:

- Read the entire report. It can be found on ICFL's web site, <http://libraries.idaho.gov>. A copy will also be mailed to every trustee in the state.
- Schedule time at upcoming board meetings to discuss the report and plan next steps for utilizing the information.
- Attend the upcoming "Trading Spaces" preconference October 3 in Nampa. There's no charge for the day-long session and you're sure to come away with ideas for transforming your library without spending a lot of money. See page 6 for more information. The physical appearance of libraries was frequently mentioned during all the focus group sessions.
- Before a library develops or improves services for Digital Natives, it must find a way to meaningfully involve those who will be affected by the change: Digital Natives and other service providers who serve that age-range in the community. To best assess needs and plan for services, the library must involve these people. At an upcoming meet-

ing, brainstorm a list of others who serve this age range (schools, Boys and Girls Clubs, etc.) and make plans to work with a group of 12-24 year-olds and service providers. Once a group of stakeholders is formed, they will be able to identify existing services and unmet needs in your library. They will also be able to help prioritize needs and develop a library service plan for Digital Natives.

- After you have a plan for developing services and programs, consider applying for Library Services and Technology Act (LSTA) funds to get them started. Your library's field consultant can help with questions and review drafts. This is an excellent year to apply for funding.
- One of the recommendations in the report is "Public libraries should make websites available that would allow digital natives to access credible information online." Take advantage of the free "e-branch workshops" to beef up your library's online presence.
- Help spread the news about the services your library currently provides. The report states, "Libraries need to advertise so that communities will know about the programs they offer." Participants said that when libraries did advertise, it was typically in a place that only current users of libraries would see, so other members of the community remain uninformed. Promoting the library is a never-ending job for trustees and other library advocates and whatever you can do to reach more people is a benefit for your library.

Election Results

Two library elections were held in August. Garden Valley District Library passed their bond with 317 votes for and 127 against – a 71.4% approval. This was their second try for a \$900,000 bond. Their first attempt in February 2007 garnered 61% of the vote, just short of the 66 2/3% needed to pass.

"The bond would not have passed without the efforts of many friends of the library. We are all very excited to start on the path to a new library building," Library Director Kathy Smith said.

The board of the Melba Cottage Library worked to create a library district covering parts of three counties: Canyon, Owyhee and Ada. While overall, their vote garnered the needed simple majority, this needed to be true in all counties. The vote count was Owyhee – 29 yes and 15 no; Canyon – 118 yes and 27 no; Ada – 8 yes and 12 no. The board is working on options to continue developing services for their community.

We Don't Want to "Bug" You

We don't want to "bug" you, but August 31st was the deadline for the 2007 summer reading statistics. You can still go online to fill out the report or download a copy at <http://libraries.idaho.gov/node/2025> to fax or mail to ICFL. Your report helps us document the impact of summer reading on children in Idaho.

The 2008 summer reading themes are "Catch the Reading Bug" for pre-K through elementary and "Metamorphosis @ Your Library" for teens. Every public library will receive a program manual and order form in mid-October.



Librarians can head back to school too



by Anne
Abrams

W o w !
Check our
Event/SignUp
Calendar,
[http://
libraries.idaho.gov/](http://libraries.idaho.gov/)

[event](#). If you thought going back to school was only for young(er) people, you'll be amazed at the free professional development opportunities the Commission has lined up for the fall.

This month, school and public librarians can get hands-on LiLI Databases training offered in half-day and full-day formats. Full-day K-14 sessions are scheduled for Caldwell, Fruitland, St. Anthony and Buhl. Half-day sessions covering K-6, 7-14, Health, Business, and Books will be offered in Nampa, Post Falls and Blackfoot.

If you are interested in learning how to manage an ILL request on OCLC's WorldCat Resource Sharing service, register for mid-September Interlibrary Loan Basics available in Shoshone and Nampa. Or login from anywhere and take a webinar session on a variety of topics, including a two-hour class on how to get started with the LiLI eAudioBooks Collection. You'll also find one-hour webinars offered from BCR to help you get a handle on teen health and wellness resources, meeting the needs of small business owners, and more.

Plans are already in the works for "Taking Students into the 21st Century: Developing Critical Thinking Skills across the Disciplines," an in-

service workshop for middle and high school teacher-librarians Sunday, March 9 through Tuesday, March 11, 2008. While all the details are not nailed down yet, the event is limited to 42 middle and high school teacher-librarians who will be eligible to apply for one hour credit from Northwest Nazarene College. While we hope to get tons of applications, participants will be selected to represent large and small school communities throughout Idaho.

But there's more. Teacher-librarians will be encouraged to bring one of the shakers and movers from their school to attend the keynote on Sunday night and the Big6 workshop on Monday. Tuesday, for teacher-librarians only, will focus on developing lesson plans designed to teach information and technology skills to middle and high school students using the Big6 model. This session will be in a lab setting and will include advanced training on the LiLI databases.

The best part is that all expenses to and from the Boise area will be paid—including the travel, per diem, and hotel costs of your mover and shaker. If this sounds good, please mark you calendar and stay tuned for more information. And if you haven't signed up for LibIdaho yet, do it now. Go to the Idaho Library Association's link, <http://www.idaholibraries.org/libidaho>, to keep up-to-date on the March in-service workshop, other continuing education opportunities, and Idaho library issues. Then, check out our Event/SignUp Calendar, <http://libraries.idaho.gov/event> and get back to school.

Preconference focuses on transforming libraries using retailing methods

The Idaho Commission for Libraries is sponsoring "Trading Spaces: How to Transform a Library Like Yours with the Money You Have Right Now," presented by Mount Laurel Library Director Joan Bernstein and Kathy Schalk-Greene, Assistant Director and Trading Spaces Project Manager. This pre-conference is free of charge and a box lunch is included.

Eighty million dollar libraries are great but most of us don't have one. Mount Laurel Library used merchandising techniques to transform a typical library into a customer-centered environment with pizzazz and changed the staff culture in the process. Their customers love it and so will you. Participants will learn how to improve library services using their existing space and budget.

At the end of the workshop participants will be able to:

- Apply a variety of affordable retail displays and practices in their library
- Transform areas within a library using retail techniques
- Create or modify policies to encourage use of library collections
- Design and conduct staff walk-throughs to see the library through the eyes of customers
- Describe how the Mount Laurel Library increased use, customer satisfaction and changed staff culture using retail merchandising techniques

For more information, see the project website at www.sjrlc.org/tradingspaces. To register for the free preconference, go to www.idaholibraries.org/. Contact Stephanie or Erin at the Commission if you have any questions.



Library news from around the state

Two Idaho librarians were invited to attend the National Conservation Summit in Washington DC in June 2007. **Twin Falls Public Library** Director Susan Ash and **Caldwell Public Library** Director Elaine Leppert attended *Connecting to Collections: The National Conservation Summit* to focus on saving museum and library collections. Ash and Leppert joined participants from each state and the District of Columbia at the invitation-only conference sponsored by the US Institute of Museum and Library Services (IMLS). The summit underscored the risks that endanger America's books, works of art, documents and other treasures and promoted solutions for saving them.

The Association of Idaho Cities presented a "City Achievement Award" to Pocatello at the Association's recent conference for **Marshall Public Library's** Book Wagon. The Book Wagon visits the Farmers' Market, parks, and other places in the communities of Pocatello and Chubbuck. In addition to circulating books from the Marshall Public and **Portneuf District libraries**, the Book Wagon operates a book exchange program on a "bring one, take one" basis and provides free books for children. In 2006 Pocatello won an AIC City Achievement Award for the library's "60+ Reading and Riding" program, which allows senior citizens of Pocatello to ride the bus to and from the library for free.

Don't restrict high school students' access to these books. That's what a committee in northern Idaho that reviews school library books recently recommend to the Coeur d'Alene School Board. The two books are *Fallen Angels* by Walter Dean Myers and *I Know Why the Caged Bird Sings* by Maya Angelou. Some parents say the books are too violent, and want students to get parental permission before being allowed to check them out. But the committee says the content of the books is appropriate for high school age readers. (Associated Press)

Boise Public Library marked the beginning of remodeling construction for a neighborhood library in the Collister Shopping Center on August 16 with a "wallbreaking" ceremony. The Collister library and another neighborhood library at Hillcrest Shopping Center are slated to open in late November or early December, according to a press release. Collister and Hillcrest are two shopping centers that Boise Mayor David Bieter had identified as in need of urban renewal. (Idaho Business Review)

Artists Fred Choate and Deanna Eveland spent the month of August transforming a wall in the children's section of the **Garden City Public Library** into a magical garden scene based on the children's novel *The Secret Garden* by Frances Hodgson Burnett. Choate was chosen by the newly formed volunteer Garden City Arts Commission to create a mural for the library using funds from the Garden City Library bond passed in 2004. He is known for creating a number of large-scale murals in Boise. "The library came up with The Secret Garden concept," says Choate. "The final version will likely include more modern and local elements like the Boise River. (Boise Weekly)

LiLI-ABC

Continued from page 1

ries, and materials for young adults and children. A full listing of titles available can be found at <http://libraries.idaho.gov/eaudiobooks>.



This project is designed to allow libraries and their users to try eaudiobooks with little financial risk to the library and the taxpayers. "Patrons have been asking for downloadable access. This is a great opportunity for Idaho libraries to demonstrate the service," State Librarian Ann Joslin said. Ada Community Library Director Mary DeWalt agrees and adds, "LiLI-ABC opens up the world of audiobooks to everyone in Idaho—regular library users as well as those who may not be able to use the library easily, be they homebound, living in a remote area, or simply overscheduled."

Stay tuned to the ICFL website and LibIdaho for the latest information on this exciting new program from the Idaho Commission for Libraries and Libraries Linking Idaho.

Subscribe to LIBIDAHO

To join LIBIDAHO, an online discussion forum about libraries in Idaho. To subscribe to LIBIDAHO, send a message to sympa@ala.org with the message "subscribe libidaho" in the body. Learn timely news and share questions. This service is free.

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Rural Idaho libraries represented at ALA Conference

Jane Somerville, director of the Stanley Community Public Library District, Michelle Barnes, director of the Priest Lake District Library and Sherrilynn Bair, director of the Snake River School/Community Library were selected to serve as the three Idaho representatives attending the ALA (American Library Association) Rural Forum held in June.

The forum brought together over 150 rural librarians from around the country to discuss challenges, strategies and opportunities for the future of libraries in rural communities. The event was a culmination of the Rural Library Sustainability Project funded by the Bill and Melinda Gates Foundation. For more information visit <http://webjunction.org/Rural>, the online community of 4,000 rural library staff members.



Idaho reps, a.k.a. 'Chicks from the Sticks,' network with other rural librarians from 42 states during the forum. Pictured from left to right are: Sherrilynn Bair, Michelle Barnes, and Jane Somerville. In addition to the Rural Library Sustainability Forum, the three librarians attended other sessions and events at the ALA Annual Conference held in Washington D.C. The Conference is attended by over 18,000 librarians and others.