

Rural Library Sustainability workshops meet goals

By **John DeBacher**, Public Library Administration Consultant
Public Library Development Team

Combine directors from over 260 Wisconsin public libraries at ten regional locations with grant funds provided by the Bill and Melinda Gates Foundation and a curriculum concocted by WebJunction and what do you get? Greener Pastures for Wisconsin Public Libraries!

The “Greener Pastures” Rural Library Sustainability Project was highly successful, with Wisconsin meeting its program goal of participation by 80% of eligible small and rural libraries. John DeBacher, DLTL’s Public Library Administration Consultant, served as trainer for the program, and Public Library Technology Consultant Bob Bocher served as project coordinator and assisted with training.

But the workshops could not have happened without the help of the staff of host library systems who coordinated sites, registration, meals, and other local arrangements. Special thanks for these arrangements go to Jean Anderson and Stef Morrill (Madison); Rhonda Puntney, Bernie Bellin, and Kathy Cole (Waterford); Beth Carpenter and Terrie Howe (DePere); Leah Langby and Carla Powers (Rice Lake); Mark Arend, Sharon Webb, and Ken Hall (Fond du Lac); Jo Don Anderson (Fennimore); Linda Stobbe and Debbie Hohner (Mercer); Marla Sepnafski (Wausau); Kristen Anderson (Sparta); and Leah Langby (WAPL/Eau Claire).

The ten workshops included a total of 272 participants. The grant guidelines established a goal to train directors from at least 80% of eligible libraries, or at least 266 in Wisconsin. Other goals included the preparation of action plans by participants addressing challenges to public access computing (PAC) in small and rural libraries, and participation in the WebJunction online community.

Participants spent the morning reviewing the project’s curriculum and goals, heard a summary of statewide technology programs, and received a tour of WebJunction, including technology resources such as TechAtlas (useful for creating an automated inventory) and TechSoup (technology assistance for nonprofits, as well as free or discounted software).



Participants at the “Greener Pastures” workshop in Sparta discuss library advocacy.

The all-day workshops really got down to business in the afternoon when participants worked together brainstorming solutions to the seven common challenges to Public Access Computing in rural libraries. The first challenge area, Library Connections, was well addressed by the workshop

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itself, since the library directors not only overcame some of their geographic separation and isolation by sitting among peers and sharing common problems, they also learned about WebJunction and its community forums, online course offerings, and resources for technology planning and library operations.

Other areas discussed as challenges to rural libraries included Technology Connections (whom to contact when technology does not work right); Upgrades and Maintenance (how to keep PACs up-to-date); Staff and

Public Training; Funding, Outreach, and Advocacy. Participants worked in small groups to develop solutions to challenges in specific areas, then worked individually to draft action plans to address particular local issues. The participants were then expected to post at least three activities from their action plans that they intended to accomplish at their libraries in the first five months following the workshop.

While the discussion topics were serious, the tone was kept light. As the series of workshops proceeded, a

small-group exercise was incorporated to get the participants comfortable working collaboratively while having some fun. The resulting caricatures of “ideal public library advocates” give a good sense of the combination of humor and good ideas.

While it is still too early to tell whether Wisconsin’s project has been successful in providing better planning, funding, and support for public access computing in public libraries, early indicators are encouraging. Despite being in the final round of states conducting the workshops, Wisconsin has a relatively high rate of participation in the Wisconsin forum on WebJunction. Feedback from the workshops has been positive. The comments from participants center around appreciation for: 1) connecting with colleagues and networking with folks in similar straits; 2) being exposed to new ideas

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Drawings representing the ideal characteristics of public library advocates added some whimsy to the process of building support for libraries.

Channel

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Send comments about bylined articles to the authors. Direct other content inquiries to editor Roslyn Wise at (608) 266-6439 (roslyn.wise@dpi.state.wi.us). To make mailing list changes, contact Peg Branson at (608) 266-2413 (peg.branson@dpi.state.wi.us).

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and energy; 3) exploring the different resources available on WebJunction; 4) being given the time and the space to potential paths an individual library can take; and 5) learning that there are additional places to go for support and ideas.

As a result of exceeding attendance goals for the workshops, DLTCCL was able to award grants to five participants (instead of three) to attend an all-day forum on June 22 in Washington, D.C. prior to the American Library Association annual conference.

Participants selected to travel to Washington D.C. to participate in the forum and attend the ALA conference were: Nanette Bulebosh, Kiel Public Library; Deborah Kabler, Barneveld Public Library; Mary Friesen, Wyocena Public Library; Bob Stack, Portage County Public Library; and Matt Rosendahl, Milltown Public Library. Their expenses were reimbursed as part of the grant from in Bill and Melinda Gates Foundation to the Division for Libraries, Technology and Community Learning. The grant also allowed the participants to stay up to four nights and attend the ALA conference.

More information on the “Greener Pastures” Rural Library Sustainability Project, as well as a link to the Wisconsin Forum on WebJunction is available at <http://www.dpi.wi.gov/pld/rural.html>. Funding for the project was provided by the Bill and Melinda Gates Foundation, <http://www.gatesfoundation.org/UnitedStates/USLibraryProgram/> in conjunction with OCLC’s WebJunction <http://webjunction.org>. For more information on the project, contact John DeBacher, (608) 266-7270, john.debacher@dpi.state.wi.us, or Bob Bocher, (608) 266-2127, robert.bocher@dpi.state.wi.us. ☼

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Spring 2007 interlibrary loan meeting held May 22

By **Terry Wilcox**, Interlibrary Loan Services
Reference and Loan Library, and
Martha Farley Berninger, Supervisor
Reference and Interlibrary Loan
Reference and Loan Library

Wisconsin's public library system and resource library interlibrary loan staff attended the spring interlibrary loan meeting hosted by the Reference and Loan Library on Tuesday, May 22, 2007. Reference and Loan Library staff presented information on a variety of topics.

Mary Clark opened the program by presenting information about the state of the serials union listing holdings for Wisconsin libraries. The Reference and Loan Library used to purchase OCLC's union listing records for addition to WISCAT, but these have not been available from OCLC since 2005. Some libraries have kept up their holdings in OCLC, some in WISCAT, and some not at all. Though interlibrary loan staff often does not handle the union listing for their library system or library, they use the resulting holdings more than other staff might. Clark offered several different methods libraries or library systems might use to update serial holdings. Terry Wilcox asked attendees to consider 1) if they feel they can be instrumental in motivating an increase and improvement in updating, 2) if the existing serial holdings are "good enough", or 3) if the issue does not involve many requests, so does not need further action/discussion.

Martha Farley Berninger, Librarian Supervisor for reference and interlibrary loan, reviewed the intersection between reference services and the interlibrary loan process at the Reference and Loan Library. The new WISCAT allows users to submit reference requests through WISCAT, but Reference and Loan continues to welcome reference requests submitted through a variety of channels, including WISCAT, emails sent to dpirlref@dpi.state.wi.us, U.S. Postal mail, or by phone calls made to 1-888-542-5543 or to Martha directly at 608-224-6188.

Reference requests can be submitted on WISCAT by participating libraries, but patrons of those libraries cannot submit unmediated reference requests. WISCAT libraries should submit requests using blank forms, and when patrons request multiple items each should be submitted on a separate form.

Berninger reiterated the importance of including detailed information on reference requests, including model numbers and year of production for automobiles, small engines, and electronic devices. Visual information, such

as photographs and diagrams are often crucial to the success of research on antiques, art, and collectibles. Patron's name and/or request number is essential.

Statewide interlibrary loan statistics have been difficult to obtain. Sally Drew presented the methodology she is using to obtain the most current information available. Wisconsin libraries use WISCAT, OCLC, DocLine, and shared automated systems to share materials. These disparate systems do not always have a great deal of documentation clearly defining the intricacies of what is being counted. She will continue to work with vendors. She hopes to be able to post updates soon to the statistics already on the Reference and Loan Library website.

Wilcox reported that there is no backlog of requests at the Reference and Loan Library. Library systems using AAgent for ILL should contact her if they would like the Reference and Loan Library to act as a default for some or all of their member libraries, which will lighten the workload at their public library system clearinghouse. A chart to assist inter-system cooperation was compiled and distributed outlining how each library system handles internal and external ILL. Also distributed was a draft Suspension Policy for review and comment. In the roundtable discussion one topic produced a great deal of comment: When should a lender "cut off" a library that has an outstanding invoice? It was suggested that there be some best practice statement around this issue.

Z39.50 and ISO are terms more commonly used now, but what do these standards really do for ILL? What might change in the future? Clark discussed these questions. She also informed attendees that there are new Z39.50 catalogs being added to the WISCAT interface regularly. ISO testing is in process between AAgent and ILLiad (with WiLS), for use with Wisconsin libraries. If you have OCLC access, you can also add a link to search OCLC through WISCAT.

Training and WISCAT Support librarian Vickie Long reviewed the types of training available at no cost from the Reference and Loan Library. She also gave attendees the opportunity to suggest other training they feel is needed at either the group/system level, for libraries, or one-on-one orientation. Libraries should contact her with their training needs.

Terry Wilcox will be contacting attendees and collecting feedback concerning many of the topics discussed to determine if changes are needed to existing statewide policies and procedures. A fall interlibrary loan meeting is planned, though the date has not yet been set. ☺

Evaluations show Early Learning Initiative met goals

By **Barbara Huntington**, Youth and Special Needs Consultant
Public Library Development Team

In 2003, the Division for Libraries, Technology, and Community Learning began a public library Early Learning Initiative. The initiative developed in response to Superintendent Elizabeth Burmaster's challenge to identify ways to help implement her New Wisconsin Promise. The Promise includes an emphasis on early learning, to ensure that all children enter school ready to learn. The goals of the initiative included raising awareness among librarians about the importance of early brain development, increasing the number of libraries offering programming for infants and toddlers, and targeting information to groups of parents who were least likely to know about the importance of early learning. Another goal of the initiative was to provide a free resource tool for librarians and other professionals who work with young children to support their programming efforts and provide parent handouts designed to educate parents with low literacy levels about early learning and infant brain development issues. LSTA funds were used to fund the initiative. Data were collected during 2006 to assess the Early Learning Initiative. The results of the evaluation indicate the initiative was successful in accomplishing its goals.

The initiative began with a leadership conference on early learning for library decision makers, followed by regional training on infant brain development and programming techniques and other services for infant and toddlers, and their parents and caregivers. Evaluations of the training sessions indicated awareness was raised. Many regional systems followed up with their own training opportunities. National experts in early learning, including the Every Child Ready to Read training offered jointly by the Public Library Association (PLA) and the Association for Library Service to Children (ALSC), units of the American Library Association, presented training sessions in Wisconsin. The Youth Services Section of the Wisconsin Library Association also sponsored a pre-conference on early learning. This combined effort to educate librarians about early learning and infant brain development had the intended effect. All of the training sessions were well attended and received outstanding evaluations.

Data gathered from the 2006 public library annual reports indicate that 198 public libraries offered programs for infants and toddlers, a 77 percent increase in the number of libraries offering such programs since 2001. Data also

indicated that in 2006, four years after the Early Learning Initiative started,

- 74 percent of all public libraries offered story hour programs for preschool children ages 3-5 years.
- 65 percent of all libraries offered programs for toddlers aged 1-3 years.
- 39 percent of all libraries offered story programs for infants aged birth to 12 months.
- 34 percent of all libraries targeted special services for at least one of the parent groups identified by the initiative—parents and day care providers caring for children who live in poverty, parents who do not use English in the home, teen parents, and parents who are inmates.

One aspect of the initiative was to provide a free resource tool for librarians and other adults who work with young children. The publication, *Early Learning Initiative for Wisconsin Public Libraries* (<http://www.dpi.wi.gov/pld/earlylearning.html>), summarizes elements of infant brain development research and readiness skill development. It includes program suggestions designed specifically for infants and toddlers, with translations and phonetic pronunciation of traditional Spanish finger plays. Free parent handouts on infant brain development and early learning skills are also available on the web site. These handouts were written at a level intended for parents with low literacy skills and are available in English and Spanish. The publication and parent handouts have met a need, as evidenced by the number of downloads from the site. This site was one of the most heavily used web resources offered by the Division, with 43,912 downloads during 2006 and 5,678 during the month of January 2007. ☼

U.S. libraries serve over 2 billion

Ten years after some experts predicted the demise of the nation's system of libraries as a result of the Internet explosion, the most current national data on library use shows that the exact opposite has happened. Data released April 16 by ALA indicates that the number of visits to public libraries in the United States increased 61% between 1994 and 2004. According to the 2007 State of America's Libraries report, there were over two billion visits to U.S. libraries in fiscal year 2004. More information on the 2007 State of America's Libraries report is available at <http://www.ala.org/ala/pressreleases2007/march2007/stateoflibraries.htm>. ☼

Digital Archives Program provides long-term accessibility

By Abigail Swanton, Wisconsin Document Depository Librarian
Reference and Loan Library

The Wisconsin Digital Archives has been extremely successful since its start as a pilot project in 2004. The Wisconsin Digital Archives is part of the statutorily mandated Wisconsin Document Depository Program and is committed to developing strategies for providing long-term access to and digital preservation of content located on Wisconsin state agency websites from all three branches of state government. Using the OCLC Digital Archive tool, project staff capture, preserve and make electronic publications permanently accessible.

Since October 2005 the Wisconsin Digital Archives has been providing monthly distribution lists of fully cataloged digital archive records to depository libraries statewide. These catalog records are available in WorldCat and WISCAT for libraries to upload into their local OPACs. In 2006, 20% of the documents distributed through the Wisconsin Document Depository Program were digital archive records. Although the number of print documents distributed in 2006 continued to decrease from 2005, the combined total of print and digital archive records in 2006 resulted in the first increase in distribution from the previous year in nearly 10 years! Over 120 digital archive records have been distributed already in 2007 from January to May with the anticipation that the number of digital archive records distributed throughout the remainder of the year will top totals from 2006.

The availability of digital archive records through the Wisconsin Digital Archives has made it possible for the Wisconsin Document Depository Program to better serve all libraries regardless of depository status. Monthly shipping lists of digital archive records are available online at <http://dpi.wi.gov/rl/indship.html>. The first list is from October 2005. In the upcoming months there will be an opportunity for all libraries to subscribe to a listserv that will provide notification of new distribution lists of fully cataloged digital archives records when available. The use of these records is a great way for the library community to show support for the digital preservation efforts of the Wisconsin Digital Archives.

The success of the Wisconsin Digital Archives is based on developing strong collaborative relationships with information professionals throughout state government. The number of collaborators involved with the Wisconsin Digital Archives

continues to grow. The level of commitment and expertise collaborators bring to the Wisconsin Digital Archives has been extraordinary. Current collaborators include the Wisconsin Reference and Loan Library, the Wisconsin Historical Society, the Wisconsin Legislative Reference Bureau, the Wisconsin Department of Transportation and the University of Wisconsin-Madison. The Wisconsin Digital Archives continues to seek new relationships with potential collaborators that promote the building of solid collections of state government documents and provide equal access to all users throughout the state.

Please visit the Wisconsin Digital Archives website, <http://dpi.wi.gov/rl/inddep.html>. For more information contact Abby Swanton, Wisconsin Document Depository Librarian, Wisconsin Reference and Loan Library, 2109 South Stoughton Rd., Madison, WI 53716, phone (608) 224-6174, fax (608) 224-6178, abbigail.swanton@dpi.state.wi.us. ☼

Trustee Corner

Where can we find previous Trustee Corner articles?

By John DeBacher, Public Library Administration Consultant
Public Library Development Team

Just check the new Web index FAQ for Public Library Trustees and Directors, prepared by the Public Library Development team. The new page, <http://dpi.wi.gov/pld/trusteefaq.html> serves as an online compendium to topics and articles addressing public library administration and governance in Wisconsin.

The index takes the form of Frequently Asked Questions (FAQ), arranged by topical headings. The answers to the individual questions link to "Trustee Corner" articles published since the column debuted in the July-August 2000 issue of Channel. The index also includes other articles from Channel related to public library law, policy, and administration, as well as some responses to questions on public library administration that are of broad interest.

If you have questions on public library administration or governance that the FAQ does not address, please contact your library system staff, or John DeBacher, Public Library Administration Consultant, (608) 266-7270, john.debacher@dpi.state.wi.us. ☼

New era begins for National Library Service for the Blind and Physically Handicapped

By **Sally Drew**, Director
Reference and Loan Library

Marking the end of an era and preparing for the onset of digital talking books, the National Library Service for the Blind and Physically Handicapped (NLS), Library of Congress, announced that it will no longer require its network libraries to retain copies of books on recorded discs.

“Recorded rigid discs were the original technology used in 1934 that made the wonders of talking books available to the blind and physically handicapped community,” said Frank Kurt Cylke, NLS director. “Their

retirement signals another milestone in the transition to digital talking books, an initiative that will open up new technical possibilities for blind and physically handicapped readers.” The cassette collection - introduced in 1969 - currently includes 50,739 titles, 5,300 foreign language titles and 2,300 music titles. NLS patrons will still have access to recorded disc books, which will be archived at NLS warehouses in the Cincinnati and Salt Lake City. Network libraries will follow established guidelines for discarding recorded discs.

With digital talking books expected to be released in 2008, the organization

plans to provide 650 new titles on flash-memory cartridges to its national network of 131 cooperating libraries. Additionally, it will offer 18,000 titles converted to digital from its analog collection. The titles selected for digital conversion also include classics such as the Bible, Shakespeare plays and titles considered the greatest books of the 20th century. NLS also anticipates producing 60,000 digital talking-book players through 2008, and- based on the availability of funding - an increase in annual production.

The Wisconsin Regional Library for the Blind and Physically Handicapped looks forward to the 2008 introduction of digital talking books and new digital talking book players. Funding was requested in the 2007-2009 state budget to allow the Regional Library to take part in the new program. There will be many advantages to the new format including:

- an entire book is on one cartridge the size of a single cassette, instead of 2 or 4 or even 10 cassettes to keep track of;
- cartridges will contain a flash memory card that will never wear out and can be re-recorded thousands of times;
- the player is easy to use for people with low vision, no vision, or with severe physical disabilities
- the National Library Service will make 20,000 digital talking books available for downloading over the Internet — readers won't have to wait for someone else to finish reading a book and the library saves money by not having to produce so many physical copies.☺

Delivery Services Advisory Committee discusses budget, funding at May 23 meeting

By **Sally Drew**, Director
Reference and Loan Library

The Delivery Services Advisory Committee met May 23, 2007, at the Reference and Loan Library in Madison. Bruce Smith provided information on the delivery service budget development process and committee members discussed the funding needed from various parts of the library community. The budget will likely increase by about 5% for 2008.

The committee members reviewed the many kinds of delivery slips used by local libraries and the South Central Library System statewide delivery service. It was clear from the review that issues exist with the number of different types of slips used and with some slips that did not contain sufficient information. The committee agreed to develop a best practice guideline for the use of delivery slips for the statewide delivery service.

Other topics discussed included statistical trends which showed that the use of the statewide service is not increasing to a level that would require a restructuring of routes, automated materials handling systems, patron generated requests and their possible impact on delivery, trends in home delivery to patrons, the potential UW/Wisconsin Historical Society storage facility, and participation by different types of libraries in the delivery service.☺

AV Notes

Staff development DVDs for librarians

By Willeen Tretheway, Audio Services Librarian,
Reference and Loan Library

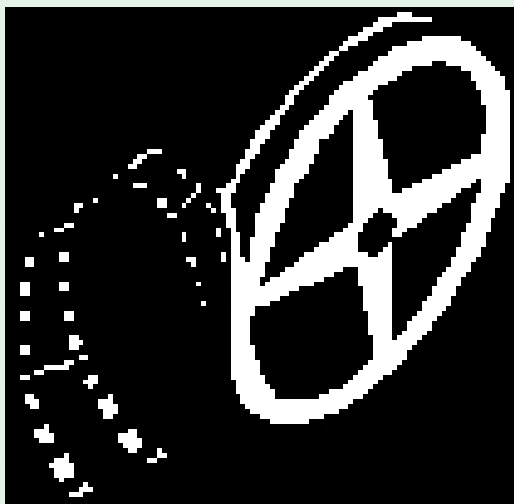
The DVDs described here include library staff development programs and some programs that are suitable for use with library customers and the community. They deal with library services, customer service, customer relations, copyright, safety in the library, and children's literature.

These materials are available for loan from the Reference and Loan Library and may be requested through regular interlibrary loan channels.

Optionally, libraries and library media centers of all types, schools, organizations, and agencies may call or send requests for DVDs and videos directly to Reference and Loan Library. Individual borrowers should request materials on interlibrary loan through their library. The library's call number is provided for each title and may be referred to when requesting the item. Contact Reference and Loan Library by telephone at (608)224-6169 or toll-free in state at (888)542-5543, option 3; by fax at (608)224-6178; or by email at rlill@dpi.state.wi.us.

Breaking the Mold: Innovative Libraries and Programs (Library Video Network, 2007; 25 minutes; closed-captioned) examines some of the innovations public libraries are adapting to improve service and make themselves relevant in their customers' lives. The program visits libraries in the United States and in Hong Kong and Singapore to see achievements in areas such as technical services, library design and display, self-service operations, and digital delivery of audio visual materials, and in special activity efforts including a community disaster preparedness clearinghouse and themes of a children's reading club. (DVD V-192)

CCBC Choices 2005 and *CCBC Choices 2006* (Friends of the CCBC, Inc., 2005/2006) are live video recordings of the March 5, 2005, and March 11, 2006,



respectively, programs where CCBC staff members Kathleen T. Horning, Megan Schliesman, Hollis Rudiger, and Merri V. Lindgren introduced the annotated bibliographies of the same titles to children's librarians and others interested in literature for children and youth. At the annual events they displayed and discussed some of the books published in 2004 and 2005 that are recommended by CCBC professional staff. Each program has two parts, "CCBC Choices for Older Readers" and "CCBC Choices for Younger

Children." Copies of the printed bibliographies accompany the two-disc or two-tape programs. The programs are available on both DVD and VHS videocassette (For 2005: DVD V-155 or VHS V-7561; for 2006: DVD V-159 or VHS V-7562)

Copyright Law: Internet and Multimedia Education for Schools (Jennifer S. Maydole, Visual Communications, 2006) is a copyright education interactive DVD for use with students and for staff development. It is a compilation of slides, brief videos, video clips, movie clips, and music videos explaining the concept of copyright and intellectual property, and the proper use of various types of copyrighted multimedia and online materials. Plagiarism is also addressed. An onscreen menu allows viewers to select desired segments. (DVD V-182)

Customer Service at the Library: Making the Experience Meaningful & Memorable (Think & Do, 2005; 17 minutes) is an orientation program for library staff explaining that in order for libraries to succeed and thrive they must provide quality customer service. It describes elements of good customer service and shows examples of how to deal effectively with both internal and external library customers. Topics covered include attitudes, words to use and not use, the value of customers, customer needs and wants, cultivating loyal

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customers, making a good impression on the telephone and in emails, and more. (DVD V-178)

The Girl Who Hated Books (National Film Board of Canada, 2006; 8 minutes; closed-captioned; with book) is an animated story for children based on the book of the same title by Manjusha Pawagi. In the story, Meena lives in a house full of books and with parents who love to read. But Meena hates books and reading until picture book animals and characters help her discover the magical world to be found by reading. It is intended to motivate young children to read. (DVD V-188)

Library Safety (West Virginia Library Commission, 2006; 31 minutes; with guide). A trooper from the West Virginia State Police presents security checklists and tips to help keep staff and patrons safe in the library. He discusses safety procedures, identification of gangs, weapons concealment, danger zones, and low and high-level threats. The video was originally produced in 2000 and has more recently been released on DVD. (DVD V-193)

The Pura Belpré Awards: Celebrating Latino Authors and Illustrators (American Library Association, 2006. Book with accompanying 12-minute DVD). Pura Teresa Belpré was a Puerto Rico born author, storyteller, and children's librarian at the New York Public Library. The biennial award named in her honor is co-sponsored by REFORMA (National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking) and the Association for Library Service to Children (ALSC). This book presents a history of the Pura Belpré Award, descriptions of the author and illustrator award-winning books and honorees since the first award was given in 1996, biographical sketches of the authors and illustrators, book talks for the author award books, and activities for the illustrator award books. The accompanying DVD, created by Scholastic and Weston Woods, is a promotional program describing the award as a representation of excellence in Latino and Latina children's literature and as a source of inspiration for Latino writers and illustrators of children's literature. It has English and Spanish audio tracks and optional English or Spanish subtitles. (Z1037.A2 P87 2006)

Putting Customers First! (Library Video Network, 2006; 38 minutes, closed-captioned) is a training

program for library staff on how to provide outstanding customer service in person, on the telephone, and online, to both internal staff and external library customers. It defines good customer service and describes strategies used by the Columbus (Ohio) Metropolitan Library and the West Palm Beach (Florida) Library to apply customer service principles to a library setting. A library's appearance and style is looked at as one of the elements of customer service, and some of the challenges presented by newer technologies such as email and chat transactions are examined. (DVD V-165)

Remote Access: Distant Libraries of the World (Paul Francescutti Productions/CTV, 2005; 24 minutes; closed-captioned) is a Canadian production that describes the impact literacy, education, and access to information have on the lives of people and on the economic progress in developing countries. Telling that access to books is often very limited outside of schools, and that illiteracy rates are high, the program shows three examples of remote library services that are responding with methods unique to their local conditions. It profiles a library in a village along the Amazon River in Peru, an association of libraries that serves rural parts of Peru, and libraries in Kenya made mobile with the use camel caravans and carts pulled by donkeys in order to reach people in distant areas. (DVD V-181).

Your Public Library: Keeping Your Community Connected (U.S. Libraries Initiative of the Bill & Melinda Gates Foundation, 2007; 8 minutes; with brochure) is a public relations tool for use in communicating the value of libraries to local government and community partners and decision makers, and to potential donors during fundraising efforts. Testimonials by library patrons and staff describe the critical role and impact of libraries and praise a variety of services found in public libraries around the country. Comments focus on contributions of American public libraries in promoting equal access to information technology and other library services in all communities. (DVD V-187) (Information on how libraries may request their own free copy of this DVD with brochure is at <http://www.gatesfoundation.org/UnitedStates/USLibraryProgram/RelatedInfo/CommunicatingValue.htm>)

Division's Peg Branson to retire from DPI July 6

By **Mike Cross**, Director
Public Library Development Team

Peg Branson, LSTA and Continuing Education Consultant for the Department of Public Instructions, has announced her retirement. Her last day of work will be July 6.

Peg has served as the federal Library Services and Technology Act (LSTA) program coordinator since 1984 and as the consultant for the public librarian certification program since July of 1998. She began working for the Division for Library Services in 1970, first as a project assistant, then as a research analyst with responsibility for directory and statistical information for all types of libraries, and, from 1976 until 1984, as a consultant for intertype library cooperation. Prior to joining the Division, Peg worked as a reference librarian at St. Norbert College in De Pere.

In her tenure with the Division, Peg participated in numerous statewide planning efforts and studies and worked closely with many librarians and library groups throughout the state. She served as the liaison to the 1975 Task Force on Library Education

and Manpower; worked closely with the 1976 Task Force on Interlibrary Cooperation and Resource Sharing; helped develop two major school and public library policy statements (School-Public Library Services Within a Community and Public Library and School Library Organizational Relationships and Interlibrary Cooperation); coordinated projects under Title III of the Library Services and Construction Act (LSCA); and co-chaired the committee that developed the first statewide interlibrary loan guidelines in 1980. More recently, in 2000 and 2004, she chaired the certification study committees that made recommendations to update the rules governing the certification of public library directors in the state. As the LSTA program coordinator, Peg worked closely with Division staff and LSTA advisory committees to develop the policies and procedures for the administration of the LSTA program, including the transition from the LSCA to the LSTA program in 1997.

During her time with the Division, Peg worked with eight state librarians and under the administrations of four state

superintendents and saw the name of the Division lengthen from Division for Library Services, to Division for Libraries and Community Learning, to Division for Libraries, Technology, and Community Learning.

Rick Grobschmidt, administrator of the DLTCL, said "Peg's career with the Division has made a major contribution to statewide library development; and her knowledge, skills and expertise will be greatly missed. All of us at the DPI wish her well in her retirement." ❄



Peg Branson

Mary Clark honored at Virginia Hart Special Recognition Awards

By **Sally Drew**, Director
Reference and Loan Library

Mary Clark, team leader for the Resource Sharing Technology Section at the Reference and Loan Library, was awarded an honorable mention at this year's Virginia Hart Special Recognition Award ceremony. The award was presented May 23 in the Senate parlor of the State Capitol building in Madison.

Mary has been responsible for implementation of various generations of WISCAT technology and BadgerLink operations. Her section also oversees the State Agency Library processing Center, the Wisconsin Document Depository Program and Wisconsin Digital Archive, and Reference and Loan Library

technical services operations. Mary's vast knowledge of library technology has greatly contributed to all of these efforts.

Virginia Hart established the award to honor exemplary performance and contributions to the citizens of the state by women in state government. The award recognizes the "unsung heroines" of state service – women whose contributions to clients, co-workers or the public may not be highly visible, but are substantial. Virginia Hart herself had a distinguished career in state government. She was the first woman to serve on a Governor's cabinet in Wisconsin and also chaired several state level commissions. ❄

Wisconsin library supporters attend National Library Legislative Day

By **Peg Branson**, LSTA and Continuing Education Consultant
Public Library Development Team

Over 420 librarians, friends of libraries, trustees, patrons and library supporters contributed to and participated in National Library Legislative Day 2007 in Washington D.C. on May 1 and 2, 2007. Participants from 47 states spoke with their members of Congress and staff about the needs of libraries in the areas of funding, telecommunications, copyright and government information.

Jessica MacPhail, Federal Legislative Advocate, Wisconsin Library Association, and Director, Racine Public Library, coordinated the arrangements for the Wisconsin contingent attending the event. Others attending from Wisconsin were Jaime Healy-Plotkin, Trustee, South Central Library System; Adam Plotkin, Legislative Aide, Madison; Richard Grobschmidt, Assistant State Superintendent, Division for Libraries, Technology, and Community Learning; Francis Cherney, Trustee, South Central Library System and Wood County Library; Teresa Voss, School Library Media Specialist, Verona School District; Brandy Grady, School Library Media Specialist, Stoughton School District; and Janice Simmons-Welburn, Dean, Marquette University Library, Milwaukee.

In their discussions with Wisconsin's congressional representatives and their aides, the delegation focused on funding for the E-rate, the Library Services and Technology Act (LSTA) program, and the Improving Literacy Through School Libraries program. They also discussed telecommunications issues, copyright, privacy

and government information. The E-rate program brings schools and libraries in Wisconsin an average of approximately \$27 million dollars annually in Internet and telecommunications discounts, including discounts for individual libraries and schools and discounts for the BadgerNet high-speed data network, and Wisconsin receives approximately \$3 million per year from the LSTA program.

Next year's National Library Legislative Day will take place May 12-13, 2008, in Washington. Librarians and trustees interested in attending, should contact Jessica MacPhail at 262/636-9252 or macphail@racinelib.lib.wi.us.



Wisconsin delegates to the annual National Library Legislative Day pictured above are from left, Adam Plotkin, Jaime Healy-Plotkin, Teresa Voss, Representative Steve Kagen, Brandy Grady, Francis Cherney, Janice Simmons-Welburn, Jessica MacPhail, and Richard Grobschmidt.

Menomonie centenarian inducted into 10² Talking Book Club

Anne Cherrier of Menomonie, Wisconsin, was the first Wisconsin user of the Regional Library for the Blind and Physically Handicapped to be inducted into the 10 Squared Talking-Book Club, which honors active readers who are over 100 years old. The Menomonie Public Library hosted an award ceremony for Anne on May 18, 2007. The event was attended by Mayor Dennis Kropp and State Representative John Murtha along with friends and

family. Sally Drew made the award on behalf of the Department of Public Instruction, the Regional Library and the National Library.

The *Dunn County News* reports that although Anne's eyes may be dimmed by macular degeneration, she maintains a cheery outlook on life and keeps reading, using talking books from the Regional Library. She particularly enjoys historical

Please see Centenarian — on page 12



Sally Drew and Anne Cherrier

LITAC develops work plan at May 14 meeting

By Sally Drew, Director
Reference and Loan Library

The Library Information Technology Advisory Committee (LITAC) met May 14, 2007, at the Reference and Loan Library in Madison. The committee members developed a work plan for review of the Wisconsin Library Technology Strategic Plan and issue papers during the year. LITAC is co-chaired by Bob Bocher and Sally Drew from the Division for Libraries, Technology and Community Learning. During the year, updates on these documents will be posted to the LITAC website at <http://www.dpi.state.wi.us/pld/litac.html>.

At the May meeting, LITAC members discussed three issue papers: Information Literacy: Wisconsin's 21st Century Libraries, revisions to the Interlibrary Loan issue paper, and revisions to the BadgerLink issue paper. Issue papers include a background statement, issue statements, options for achievement, and recommendations. The discussion on Information Literacy generated many ideas from all types of libraries and emphasized the need for a collaborative approach in libraries.

At the fall 2007 meeting, LITAC will recommend changes to the goals and objectives for the Wisconsin Library Technology Strategic Plan. This plan was first developed in 1998 and has been updated periodically by LITAC. The committee will also review activities for

completing the goals and objectives and coordinate development of the activity statement so that it is complementary with that developed for the State Superintendent's Report on Intertype Library Cooperation and Resource Sharing. Two new issue papers on Virtual Reference and Consumer-driven Digital Products will be developed and discussed.

At the winter 2008 meeting, LITAC will develop and discuss two new issue papers on the Wisconsin Digital Archive and Wisconsin Heritage Online/Digitization of Collections. In the spring 2008, three new issue papers will be developed and discussed: Access to Electronic Resources for People with Disabilities, Privacy and Safety in Electronic Information Access, and Shared Integrated Library Systems. ✨

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novels that incorporate inventions, family sagas, and mysteries.

The Regional Library plans to honor 8-10 other Wisconsin users during the year. Nationally, there are approximately 1,600 talking-book users who are over 100 years of age. ✨



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