

Colorado Association of Libraries (CAL) Newsletter

Volume 3, Numbers 5&6 (Combined)

December 2004

President's Message

by R. Ellen Greenblatt, CAL President 2005

Welcome to a new year! I hope all your holiday celebrations were warm and cozy.

As we begin 2005, your association is poised and ready to meet the challenges of the year ahead. The CAL Executive Board has some new faces (as well as old faces in new positions): **Judy Barnett** of Wasson High School (Colorado Springs) is our new Vice President/President-Elect; **Shannon Cruthers** of Auraria Library (Denver) is our new Treasurer; **Debbi MacLeod**, Colorado Talking Book Library (Denver) and **Beth Wrenn-Estes**, Douglas County Libraries (Lone Tree) are our new At-Large members, with returning At-Large member **David Gleim**, Auraria Library (Denver), rounding out the executive board. Unfortunately, our new secretary, Ander Murane, had to resign.

The extended board, consisting of the presidents and chairs of the various CAL associations, divisions, committees, and interest groups, held its first organizational meeting in early December with plans for a followup strategic planning meeting in January.

We hope to build upon our accomplishments of the past year. The joint conference with the Mountains and Plains Library Association (MPLA) in October was our most attended conference ever with over 1,400 people participating. Thanks to all the folks that made the conference such a triumph -- in particular, all the hardworking members of the conference committee co-chaired by Patt Paul and Beth Wrenn-Estes, and especially the tirelessly supportive CAL administrative staff. And -- of course -- thanks to you, our members, for continuing to support your state professional association.

Looking forward to working with you in the coming year!



Members of the 2005 Executive Board are (left to right): Judy Barnett, Vice President/President-Elect; Shannon Cruthers, Treasurer; Beth Wrenn-Estes, At-Large; Ander Murane, Former Secretary (resigned); Ellen Greenblatt, President; Debbi MacLeod, At-Large; and David Gleim, At-Large.

Conference 2004 Report

by Patt Paul, Conference Co-Chair

The work for this conference was done by an incredibly dedicated group of more than 30 library volunteers from across the state and region, together with a handful of very busy volunteers who put in many hours onsite. We all depended on support from Kathleen Noland in the CAL office.

Final registration numbers: 1,256 attendees, which is an increase over last year. In addition, approximately 200 vendor reps, authors, and guests attended. We did not meet the hotel contracted dollar amount for food, but we exceeded the dollar amount contracted for rooms.

The Denver metro location was a positive for both attendees and vendors. However, the limited number and size of the breakout rooms made selecting 54
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The CAL office has a new mailing address. Please change your records to our new address:
12081 W. Alameda Pkwy. #427
Lakewood, CO 80228

Conference 2004 Report

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programs from 250 proposals a daunting task. The programs were balanced among types of libraries, academic, school, public, special, and trustees, as well as ages of populations served and types of services. We had good attendance from both CAL and MPLA trustees.

There was a good list of keynote speakers and all presentations were well attended.

The Awards committee asked that we return to a lunch format. We planned a very well organized event with Power Point and an emcee to keep it on schedule. The awards committees from both CAL and MPLA did the work and provided the input. I received a very nice thank you letter from Mike Crawford expressing his appreciation for the new format for Summer Reading Program Awards outside the Awards Lunch.

I selected "Libraries – All That Jazz!" for the theme and we added several jazz performances throughout the conference. We were very fortunate to have an award winning graphic artist design the program cover using Piet Mondrian's painting "Broadway Boogie Woogie" for his inspiration.

While the conference was successful there were several issues with the DTC Marriott that will need to be addressed before next year's conference, and the CAL Conference Committee and Executive Board are exploring the possibility of a date change to facilitate the changes we need to address with the hotel.

I enjoyed an interesting two years planning the conference, and appreciate the many hours of commitment by so many people who worked throughout the year to make the conference a success.

New! Distance Support Interest Group Formed

The CAL Executive Board approved a petition to establish a Distance Support Interest Group. The purpose of the group is to serve as a forum for fostering statewide communication among academic, K-12, public, and special libraries interested in supporting the distance learner. This forum will provide a mechanism for discussing and/or cooperatively developing new initiatives for distance education. The interest group also has potential as a vehicle for encouraging the use and marketing of distance education opportunities to CAL members.

If you are interested in participating, please check the "Distance Education Interest Group" box on your 2005 membership renewal form, or contact Dan H. Lawrence, Interest Group Chair, at 970/351-1524 or email dan.lawrence@unco.edu.

Thanks to our 2004 Conference Sponsors!

- @ Your Library Campaign
 - Arapahoe Library District
 - Auraria Library
 - Aurora Public Library
 - Barnes & Noble
 - Bibliographical Center for Research (BCR)
 - CAL Raffle
 - Colorado REFORMA
 - Colorado State Library
 - Colorado State University Libraries
 - Denver Public Library
 - Dolores Public Library
 - Douglas County Libraries
 - Eagle Valley Library District
 - Elsevier
 - Flatirons Library Consortium
 - Gunnison County Library
 - Humphries Poli Architects
 - Jefferson County Library Foundation
 - Loveland Public Library
 - Mesa County Public Library District
 - Montrose Library District
 - Pattern Research
 - Pearl Street Publishing
 - Pikes Peak Library District
 - Pitkin County Library
 - Rangeview Library
 - Salida Public Library
 - Security Public Library
 - University of Denver Penrose Library
 - Weld Library District
-

Continuing Education Committee Develops Opportunities for 2005

The Continuing Education Committee (CEC) is busting out with great ideas and new energy after meeting for the first time at the CAL October conference. Projects in the planning stage for Spring 2005 include:

- Archivist Workshop
- Public Access to the Nuts and Bolts of Science and Technology
- Time for Story Time •Just for New Librarians
- Circulation Supervisors Workshop
- Research Tools for Business, Medical, Gov Doc's and Law.

Our goal is to create learning opportunities for all aspects of library work in all parts of the state. We are interested in hearing ideas for workshops, places that can host workshops and leads on good speakers. Check our statewide list of committee members at www.cal-webs.org and touch base with the one nearest you, or contact Committee Chair Naioma Walberg, nwalberg@dclibraries.org, 303/841-3503.

School Library Leaders 2005!

The board of the Colorado Association of Libraries (CASL) welcomes six new faces to serve the school library community in Colorado. The Colorado Association of School Libraries (CASL) is pleased to welcome new board members president-elect **Gwen Giddens**, higher education representative **Jody Howard**, and regional representatives **Sharyn Markus**, **JoAnn Perry**, **Jennifer Hubbard**, and **Donna Miller**. These school library leaders have made a commitment to serve their profession and welcome input from you.

Thanks go to board members who completed their terms this fall – regional representatives **Glenda Hawkinson** and **Kim Sutherland**, past-president **Judy Barnett**, and higher education representative **Clara Sitter**. Each of these members have been valued contributors during the past three years as the new organization formed. **Dave Sanger** has turned the presidential reins over to **Kim Meyer**, and wishes Judy Barnett well in her newly elected role as president-elect of CAL.

Kim invites school librarians to view their roles as leaders in 2005. The April 9 spring workshop will continue CASL's focus on leadership, and build on the momentum established at the conference. Most of the 225 school members attending conference came to the CASL business meeting where Power Libraries and school library successes were celebrated. Input from this gathering regarding membership and continuing education will be discussed at the next CASL board meeting.

The first meeting of the 2005 CASL board will be held January 29. A board position representing southwest Colorado remains open; if you are interested in attending quarterly meetings (even via phone) and taking an active role in planning for school librarians' professional organization, please contact Kim Meyer at kmeyer@jeffco.k12.co.us or phone 303/982-5188.

Special Libraries Interest Group Update

The group met at the conference. There was discussion on political lobbying in the library, particularly in a government library. Questions that arose included: What are the guidelines or parameters for that kind of activity? Does it depend on the type of library? What is appropriate? What isn't appropriate? This could be a topic of interest to many librarians.

There was also some discussion how to balance print and electronic resources, and about copyright and licensing of electronic resources. This led to the discussion of how to promote the "invisible" electronic resources in a library. Once again, this seemed like a topic of interest to a wide group of librarians.

Paralibrarian Division Update

It is with sadness that we report the passing away of **Bonnie Mueller**. She lost her fight with cancer on October 12. Bonnie was a library technician with more than 20 years of experience, including her work at the library at Colorado State University in Fort Collins.

Bonnie served on the board of the Paralibrarian Division for many years. She had been secretary and reporter. Our thoughts are with her family: husband Ray and children Justin and Lynette.

Congratulations to the newly inaugurated Paralibrarian Division Board including:

- Lynda Lillwitz**, Chair
- Diane Ellsworth**, Chair-Elect
- Jennifer S. Kutzik**, Secretary
- Marie St. Pierre**, Reporter
- and **Shannon Cruthers**, Past-Chair.

Lynda Lillwitz was awarded the prestigious "Lucy Schweers Award for Excellence in Paralibrarianship" award for 2004. Lucy Schweers was the founder of the Paralibrarian Division and a past-president of the Colorado Library Association (CLA).

Congratulations to **Jennifer Miles** for winning a one-year CAL membership paid by the Paralibrarian Division. She works at the Boulder Public Library.

Our two conference stipend scholarship winners are **Lynda Hoffman**, of Rocky Mountain High School in Fort Collins, and **Kimberly Chavez** of the Las Animas-Bent County District, Las Animas. They were each awarded a \$150 scholarship to help with expenses to attend the fall conference, which was held in Denver in October.

The division is planning its 2005 spring workshop: *Spring Potpourri: Diversity Works @ Your Library!* It is scheduled for April 22, 9 a.m. to 3:30 p.m. Watch for details and location to be announced!

If you have questions or information for the Paralibrarian Division, contact Lynda Lillwitz at Lillwitz.Lynda@tchden.org.

■ *Submitted by Marie St. Pierre, Reporter*

The final topic that we discussed took up most of the rest of our meeting. It seemed like everyone at the meeting had an experience where they received or inherited some archival materials and didn't know what to do with them. This can happen in all types of libraries. For librarians in Special Libraries where there may well be limited staff and space in the first place, how do you proceed?

This group is working with the Continuing Education Committee on an archival workshop for the spring 2005. ■

Bulgaria/Colorado Library Partnership Interest Group

Our project is part of a large U.S. Department of State grant to help Bulgarian libraries become community information centers. We had seven librarians visit Colorado in April and May for five weeks.

In September, five Americans went to Bulgaria to train Bulgarian librarians to become Community Information Centers. Jamie LaRue, Bonnie McCune, and Nancy Bolt went from Colorado, and Barbara Corson and Bob Anderson from Iowa. We conducted two days of training. On the third day, 12 Bulgarian librarians were trained to train others in these concepts. These workshops in Bulgaria were conducted in November and December 2004.

For those of you who remember library tales from their visits with us, Rakovski finally got central heating for their library. Part of their success can be attributed to the positive PR about their library and this project. They also got a second room (there's has been a one room/one person library) which they will make into a children's room.

We also visited Gotse Delchev, several rooms including an art/music and a rare book room. I actually touched a bible dated 1798.

We have also received notice from the U.S. Department of State that the project will be funded for one more year. This will allow six more Bulgarian librarians to come to Colorado and Iowa for five weeks, and send American librarians to Bulgaria for two weeks.

Nancy Bolt returned to Bulgaria in November to present the project at an International Conference on Global Librarianship, in Sofia, Bulgaria. Nancy met with the Rector, Vice-Rector, and library staff at the University of Forestry while in Sofia. They were eager to have a partner and Colorado State University agreed to do so. This is a great match since both schools have specialties in the environment and in veterinary science.

Nancy was privileged to have her photographs of Bulgaria on exhibition in two libraries in September and October. The Cyril and Methodious National Library displayed 60 photographs of Bulgarian culture. The Slavekov Library in Veliko Tarnovo exhibited about 30 photographs. In both cases there was a nice reception.

Upcoming Activities

- Contact Colorado partners to encourage them to contact their Bulgarian partners
 - Plan for trip of American librarians to Bulgaria in May 2005
 - Plan for visits of Bulgarian librarians to U.S.
 - Seek funding for additional projects
-

Colorado Libraries' Early Literacy Initiative

The Colorado State Library, with the support of many libraries in the state, has launched an early literacy initiative. Some facts behind the effort. . .

Brain development: Literacy.

Years ago, educators and parents thought literacy began when a child entered school. But research has shown us that early (sometimes called emergent) literacy starts when a child is very young. At birth, a baby has over a billion neurons, the basic units of learning in the brain. As a baby grows and learns, synaptic connections are created. The more synaptic connections between neurons, the easier to learn new skills. Synaptic connections are made each time a child experiences something new. By repeating the learning, some connections are made stronger and stronger. Those neurons not used (about half of them) disappear over the next few years. More than enough neurons and synaptic connections remain for a child to grow to be a successful, productive adult if he continues to use them.

Research confirms that children's play is really their work. As they actively play with language from the earliest "mama," they are gathering skills to use later on. As they scribble a list, they are beginning to understand written communication, that the funny squiggles on paper really do mean something. Young children learn best through repetition and routine activities.

How do libraries support children's literacy?

- Libraries host storytimes, showing how books are read, teaching rhymes and songs and generally getting children accustomed to and comfortable with looking at books.
- A number of libraries have extended this concept to infants and toddlers. In group lap-sits, parents share books, songs and play with children.
- Summer reading programs offer structure for youngsters to achieve reading goals.
- Librarians are experts at finding the best in children's materials and providing them in a variety of formats and even a variety of languages.
- All of this is done in a free, welcoming environment.

Colorado's challenge:

In Colorado, nearly 60% of children under six (more than 200,000) have both parents or the custodial parent in the work force. Almost three out of four of children younger than five with employed mothers are regularly in non-parental child care.

- Some 45% of these are in unlicensed care – with relatives or a neighbor -- where government standards cannot make an impact.

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Early Literacy Initiative

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- Young children from low-income families are more likely to be in the care of relatives rather than in a quality preschool. The Urban Institute (2004) says, "Given recent evidence that quality center-based care may play a role in enhancing school-readiness, the disparity between low- and higher-income children in the use of center-based care may represent a missed opportunity to assist low-income children in becoming school-ready."
- Our culturally-diverse population presents an additional challenge to ensure all children have an equal opportunity to achieve.
- No uniform standards exist for adults working with young children, even in formal child care settings; hence, no standards for early literacy training.
- Even if cared for by a parent, an adult may benefit from learning about early literacy.

In fact, the adult is an essential partner in reaching the youngest, with daily enrichment activities such as singing, rhyming, reading aloud, looking at print materials, and a myriad of other ways. Research tells us that "children who receive stimulating literacy experiences from birth onward appear to have an edge when it comes to vocabulary development, an understanding of the goals of reading and an awareness of print and literacy concepts." (Brickmeyer 2001)

What Colorado libraries are doing:

Many Colorado libraries are extending their reach into the community, making connections with care providers and parents. Some offer training and other support services. Libraries are ideally suited to provide information, training and modeling. They are neutral locations where people frequently go to find general information, and already are important players in provision of services to children and families.

On the state level, the Colorado State Library is coordinating workshops, materials, promotion, and statewide contacts. Through Smart Start Colorado, the early childhood alliance, libraries are plugging into a comprehensive system to provide equitable access to health, early education, and family support to meet the needs of all of Colorado's children.

The Colorado State Library is utilizing "Every Child Ready to Read @your library" as the foundation of its activities. This formal program, created by the Public Library Association and the Association for Library Service to Children stresses research-based practices for early literacy. Workshops have been held in the Front Range, and two are planned in Grand Junction for February, along with an all-day workshop in April with the support of the Douglas County Libraries.

For information, contact Bonnie McCune, Library Community Programs Consultant, Colorado State Library, 303/866-6891, mccune_b@cde.state.co.us

Bits & Pieces

The **17th Annual Colorado Teen Literature Conference** will take place Saturday, April 2, 2005, on the Auraria Campus (at the Tivoli) in downtown Denver. Tamora Pierce, author of *Alanna The First Adventure*, *Trickster's Choice*, and some of our favorite fantasy novels will be the keynote presenter. Sharyn November is the morning speaker; she is an editor and "chief chick" at FireBird Books.

The registration deadline is March 12, 2005. Your registration form and payment must be received by March 12 to qualify for the \$45 rate for adults, \$25 rate for students with student ID. Registration rates after March 12 and onsite are \$60 adults, \$35 students with student ID. We cannot guarantee lunches for onsite registrants, though you will still be charged \$60. For information, visit:
<http://www.aclin.org/~cyaal/yalc/>

Call for presenters is due January 5, 2005. Visit <http://www.aclin.org/~cyaal/yalc/call.html>

The conference is sponsored by Metropolitan State College of Denver; University of Colorado, Denver; Colorado Language Arts Society; City of Boulder Public Library; and CYAAL: Colorado YA Advocates in Libraries.

Calendar 2005

•April 9 - Saturday, All-day
CASL Spring Workshop

•April 22 - Friday, 9 a.m. - 3:30 p.m.
Paralibrarian Division Spring Workshop
Spring Potpourri: Diversity Works
@ Your Library!

•May 16 & 17 - Monday & Tuesday
Archivist Workshop, Castle Rock

•Spring (TBD) - Colleague Connection

Fall (TBD) - CAL Conference 2005

Coaches and Players Win the Game @ your library

“I have very much come to understand the dynamics of a small community...no marketing or communication method works for all.” Gail Nottingham learned that not everyone responds to the same type of information as a result of assisting Buena Vista Public Library with a public election campaign. This project is one example of Colorado's @ your library campaign and its second-year Coach/Player Project and public relations/marketing training.

The Coach/Player Project was conceived by the Advocacy Committee of the former Colorado Council for Library Development (CCLD). The project aimed to provide support, continuity, and a process by which to formalize plans and undertake special projects. The project matched libraries with successful advocacy efforts with those undertaking a new endeavor to provide support over one year in planning and implementation of an outreach strategy. Participating libraries each designed a project reaching a target market to build visibility or support. Nineteen libraries registered in 2004 – nine Player libraries and ten Coach libraries from the school, public and academic library communities.

The primary finding of this year's project was the need for a staff member to handle team logistics. During this second year, due to budget restrictions we attempted to manage the project with volunteers facilitating regular Coach/Player contacts and offering advice. This approach was ineffective. We were able to obtain support for some key tasks, but nowhere near the amount needed to keep the entire effort functioning smoothly.

Happily, all team members reporting trying something new with success. From author visits to augmenting library budgets and increasing circulation, participants implemented new marketing techniques. Participants' knowledge of advocacy and skills in marketing increased as a result of their efforts.

Several team members tackled major public education efforts. The Cortez Public Library, Buena Vista Public Library, and the Clear Creek Library District all pursued ballot issues, which resulted in increased public exposure, efficiency, and funding for the libraries. Election results were not always as hoped for, but the associated community awareness activities benefitted the libraries and Coach/Player project participants. The Cortez Library Authority "Say Yes to the Library" campaign committee created buttons, yard signs, and ads in the local newspaper. Player Sue Lathrop guided an effort to form the Clear Creek Library District. “I feel that this project honed my political skills more than anything,” Sue notes.

Special projects pursued by participants were shared with other team members on conference calls, as

well as throughout school and library districts. These events brought new patrons to the library and increased circulation. Players from St. Vrain Valley School District generated funds through weekly Latte Days. Kim Ackerman of Skyline High School created a best seller display rack, themed monthly displays, and brochures for self-selecting fiction. Fiction checkouts at Skyline increased 24% over the previous year.

Aspen Butterfield of Douglas County Libraries achieved 146% increase in usage of several major databases. Some of her marketing techniques included a plug at the bottom of a weekly email and featuring a different database weekly on the library's homepage. In another community marketing effort, Soraiya Edressi of Pikes Peak Community College opened the world of books to community members of all ages by hosting a local author and creating a space for children.

Many of the team members generated newspaper and other media coverage such as radio interviews. Sterling residents were treated to a month-long quilt show, featuring 26 quilts and history from local residents. Each week, the local paper featured a different quilt and included information about library hours. During the show, circulation increased 6% and patrons by 5%.

ALA's campaign, @ your library, continued to lend itself to promotion efforts in summer reading and community outreach programs. A favorite slogan—with its dual meaning--“Find Yourself @ the Library” emerged from the project. @ your library logos were put into use on team members' Web sites, display cases, reading lists, press releases, surveys, and flyers.

Thank you to 2004 Players and Coaches, Bonnie McCune of the Colorado State Library, and ALA @ your library project funding.

Players:

Joanie Howland, Cortez Public Library
Sue Lathrop, Clear Creek Library District
Kim Ackerman, Skyline High School, St. Vrain
Soraiya Edressi, Pikes Peak Community College
Dottie Martin-Stewart, Niwot High School, St. Vrain
Teri Mullen, Eiber Elementary School, Jefferson County
Phil Goerner, Silver Creek High School, St. Vrain
Susan Booker, Lafayette Public Library

Coaches:

Chris Painter, Bud Werner Memorial Library
Gail Nottingham, Buena Vista Public Library
Aspen Butterfield, Douglas County Library District
Sandy Van Dusen, Sterling Public Library
Donna Arment, Fort Lewis College
Janine Reid, Delta Public Library
Paul Paladino, Montrose Public Library
Steve Scroggins, Mesa County School District
Sherry Taber, Durango Public Library
Marjorie Harrison, Elbert County Library

2005 Individual Membership Application

Colorado Association of Libraries (CAL)

Join or renew now and your membership is good through December 31, 2005

Name: _____ New Member Renewing

Title: _____

Institution/Company Name: _____

Courier Address: _____

Mailing Address: Work Home

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please delete my name from any CAL mailing/emailing list which is to be sold, or that is not official CAL business.

Do not include my name in the CAL Membership or Joint Directory

Personal Membership Dues

- Annual Salary \$50,000 + \$105.00
- \$40,000 - \$49,999 \$90.00
- \$30,000 - \$39,999 \$75.00
- \$20,000 - \$29,999 \$60.00
- Under \$19,999 or if you are \$35.00

not working in a library or library-related company or institution; retired; library trustees/friends/board

Voluntary Contributions

- Colorado Libraries Journal* \$ _____
- Legislative activities \$ _____
- CLEF (education fund/scholarships) \$ _____
- Paralibrarian Conference Stipend \$ _____
- Julie J. Boucher Memorial Fund \$ _____

Total \$ _____

Associations

- School Libraries (CASL)
- Public Libraries (CoPLA)
- Academic Libraries Assn. (CoALA)

Divisions

- Management & Administration (MADCAL)
- Paralibrarian
- Technical Services & Automation (TSAD)
 - Acquisitions Section
 - Administration Section
 - Automation Section
 - Cataloging Section
 - Preservation
 - Serials Section
- Trustees, Friends, and Retired

Interest Groups

- Bulgarian Libraries
- Circulation
- Colorado REFORMA
- Distance Support
- Government Documents
- Library Instruction (LIRT)
- Network Systems
- Special Collections & Local History
- Special Libraries

Committees – Please see listing on Web site

<http://www.cal-webs.org> and indicate your interest by writing that committee name here:

Amount Paid: \$ _____

To join online go to: <http://www.cal-webs.org/membship.htm>

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