MEETING DATE: Thursday, May 28, 2009
AGENDA ITEM #: 8
ITEM: ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

RECOMMENDED ACTION:

Commissioners or Library staff may make announcements regarding the Library Commission and Library or Friends group activities of interest to other Library Commission members.
LIBRARY-A-GO-GO TO PROVIDE NEW SERVICE AT DISCOVERY BAY'S SANDY COVE SHOPPING CENTER

CONTRA COSTA COUNTY— The list of conveniences for those who live on the go is about to grow. The Contra Costa County Library is expanding services and improving accessibility for far East County residents by making its popular collection available through the installation of its Library-a-Go-Go book lending machine. The book lending machine will be located in front of the CVS/pharmacy (formerly Long’s Drugs store) in Discovery Bay’s Sandy Cove Shopping Center beginning May 21, 2009.

"The Contra Costa Library collection is a treasured set that needs to be made accessible to everyone in Contra Costa," said Supervisor Mary Nejedly Plehvo. "As the Supervisor for Far East County it has been my priority to bring more services to the area. The Library-a-Go-Go machine will make it easier to borrow books whether you seek children’s books for your kids, a novel for vacation, or simply want to explore the world through books. I appreciate the assistance that the county has received from Steve Bowie and the Pacific Development Group on making the location in the Sandy Cove shopping center available to the local communities."

"The innovative technology of the Library-a-Go-Go machine provides us with the opportunity to offer reading materials for children, teens and adults to an area where convenient library services currently do not exist," said County Librarian Anne Cain.

The Library-a-Go-Go lending machine will offer 430 books geared to the reading interests of children, teens and adults. Books will also be available in Spanish. Anyone with a Contra Costa County Library card will be able to check out and return books. If you don’t already have a library card, Contra Costa County Library staff will be available for several days prior to and the day of the launch, to register new library card holders.

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View more press releases.
CROCKETT LIBRARY TO CLOSE TEMPORARILY FOR BEAUTIFICATION AND RESTORATION PROJECT

CONTRA COSTA COUNTY—The Crockett Library, a community library of the Contra Costa County Library, will be closed June 15 – July 5, 2009 while it undergoes a beautification and restoration project. Thanks to a grant from the Crockett Community Foundation, the Crockett Library project will allow for a partial restoration of the Arts and Crafts style building to its original design by adding hardwood floors, restoring shelving and repainting the interior in colors that are in keeping with its architectural style. The project will also allow necessary upgrades to the electrical system, including an outlet that will be placed in a convenient location for the public who wish to plug in their laptops.

The Crockett Library will reopen and resume its regular operations the week of July 6, 2009. A Grand Opening Party sponsored by the Friends of the Crockett Library will be held Saturday, July 11, 2009 from 2 – 3:30 p.m.

During the library closure, please make arrangements for pick-up or return of your library materials at the nearest community libraries: Rodeo or Hercules.

Rodeo Library
220 Pacific Avenue
510-799-2608
Open Hours: 11-5 Monday and Saturday; 1-7 Tuesday and Thursday

Hercules Library
109 Civic Drive
510-245-2423
Open Hours: 1-9 Monday and Tuesday; 10-6 Wednesday, Thursday and Saturday; 12-5 Sunday

During the closure, there will be no book return at the Crockett Library. Books and other materials must be returned at another Contra Costa County Library location. When placing online Holds, select either the Hercules or Rodeo locations for pick up of items ready in June through the first week of July. If you currently have items on Hold and are first or second in the queue to receive them, please call any community library to request the pick-up location be changed to whichever community library is most convenient for you. The Crockett Library will not be available by phone after June 13, 2009.

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View more press releases.
The Bigger They Come...

New doubts about the old idea that bigger libraries are stronger


“Bigger is better” was the mantra during the decades following the appropriation of the first federal library money. Many still believe it, but now there are new reasons for doubt. Bigger libraries and library systems are not always stronger or better.

In the 1950s, we thought that small libraries were inherently weak. Many served jurisdictions so small that they were chronically underfunded. Even today, many small libraries can’t even afford to hire the professional librarians needed to guarantee excellence.

The argument for bigness, for ensuring that small libraries joined bigger systems, was so inflexible that some states did it by force. Few can forget the war that raged in Florida as state and federal aid were used to create a club to compel libraries once governed by communities into new county systems. When you look now, it is easy to say the result was worth the price. Those Florida systems contain some of the nation’s great institutions. Who can say they would not be great as the libraries of cities and towns, however?

The excellent county systems of the middle and far West are robust, too, even when, as in Los Angeles, the county and city systems compete with each other for whatever glory it brings. Across the bay from San Francisco are the Alameda and Contra Costa County systems. Seattle’s admirable public library system abuts the King County Library System, and on the border of Cleveland lies the Cuyahoga County Public Library. So one must concede that there is plenty of evidence to support that once dominant theory that making big ones out of small ones strengthens libraries.

However, reports from librarians who work on the front lines at some of the large urban libraries tell a slightly different story. They describe entrenched incompetence teaming up with rules and policies to stifle creativity. They tell of the bureaucratic maze one must navigate to get approval for innovations. Training programs to create new, young leaders are shut down with the first budget axe. The busiest hours of service fall to cost-cutting. Indeed, funding of big city libraries is as much in jeopardy as it is in those small towns. In many urban facilities, if the management bureaucracy doesn’t demoralize new, young librarians, the deep-rooted union leadership and tight work rules do the job.

For five years, LJ’s Best Small Library in America Award, with the generous support of the Bill & Melinda Gates Foundation, has exhibited the hardiness of America’s smaller libraries. The story of each winner has reeducated us about the unique values of being small. We often forget that most U.S. libraries serve communities of 10,000 or less. Unlike their giant urban cousins, little libraries have distinct advantages. Their compact jurisdictions and constituencies produce a fierce loyalty that often makes up for fewer dollars. In Haines, AK, local folks literally built the new library and used it to bring at-risk youth into the creative mainstream of that town. This year’s winner, South Carolina’s Union County Carnegie Library (“Carolina Dreaming,” LJ 2/1/09, p. 26-29), brought a new quality of life to its service area.

Small libraries must allow a truncated staff to do nearly everything, which leads to autonomy for creative thinkers and a very quick separation of effective workers from those who are not. It means unleashing innovation, taking risks, and tapping local civic pride to get support in kind and in dollars from sources other than taxes. In Moab, UT, rather than the dicta of library professionals, the vision of library service was defined by the citizens. The result: those citizens built what they consider a community living room.

It is wrong to generalize from five winners of one award, or to be too negative about the problems faced by large libraries. What we have learned, however, is that every advantage of the big systems and huge facilities has a price in rules, inflexibility, bureaucracy, and sluggishness. In small libraries, for every innovator, every citizen volunteer, and every risk taken there is a price in chronic low funding, difficulty signing on professional expertise, and the threat that the best people will be hired away by a nearby city.

It is apparent now, however, that the old cliché should be rewritten when it comes to libraries: the bigger they come, the harder they change.
Dear Principal:

Plans for the Contra Costa County Library's Summer Reading program, "Be Creative @ Your Library" are well underway and we're very excited about this year's program. Summer Reading promotes literacy among today's youth and encourages students of all ages to read during the ten-week program that runs from Monday, June 8th, through Monday, August 17th. By encouraging reading during summer break, the program aims to supplement school curricula and contribute to academic success throughout the year. Together we can encourage students to reap the benefits of reading – both academic and personal.

We received a tremendous response to last year's program from students and the community and are eager to involve your school in making the 2009 Summer Reading an even greater success.

The Contra Costa County Library would appreciate your assistance in the following ways:

- Library staff may contact a faculty member regarding class visits or assemblies to introduce summer reading to your students and we would appreciate this wonderful opportunity to partner with your school.
- Your support to help us promote Summer Reading by including Summer Reading in the school's newspaper/newsletter or announcements with appropriate district approval. (Please see enclosed announcement)

The Contra Costa County Library appreciates your support and we hope that your school will join us in promoting the 2009 Summer Reading Program. For information on contacting your local community library, please visit ccclib.org.

Respectfully,

Anne Cain
County Librarian
CONTRA COSTA COUNTY LIBRARY

Anne Cain
County Librarian

1750 Oak Park Boulevard
Pleasant Hill, California 94523
Phone: 925-646-6423
Fax: 925-646-6461
ccclib.org

Contra Costa County Library Press Release

For Immediate Release

Date:

Contact: Susan Lynn
Reading and Literacy Manager
slynn@ccclib.org

Summer Reading 2009: Be Creative at Your Library
       June 8 – August 17

Add a little flair to your summer! Join the Contra Costa County Library’s Summer Reading Program June 8 – August 17. Kids ages 2 through 5th grade can tap into their artistic side and “Be Creative” for fun treats during the Kids’ Summer Reading Program. Get inspired to “Express Yourself” at your local library and imagine what exciting prizes await you for the Teen Reading Program for Students 6th – 12th grade. Parents and caregivers of babies from birth to 2 years are encouraged to earn prizes by participating in our early literacy-building Baby Reading Program. Come on, adults, show the kids how it’s done! Readers ages 18 and up are invited to “Master the Art of Reading” by submitting a book review online at ccclib.org or at your local library for a chance to win a Booklover’s Bag full of goodies! Get ready for a colorful summer full of interesting books, thrilling prizes and special events. For more information or to get started, please contact your community library or visit us online at ccclib.org.

Contra Costa County Library has 25 Community Libraries
Ten libraries receive gaming and literacy grants

CHICAGO – Ten libraries in 10 states from New York to Alaska will receive $5,000 grants as part of the American Library Association’s (ALA) Libraries, Literacy and Gaming initiative, funded by the Verizon Foundation.

The winners, representing a broad spectrum of libraries – seven public, two school and one academic – will use the funds to develop and implement gaming and literacy programs that provide innovative gaming experiences for youths 10-18 years of age. The 10 libraries were selected out of 390 that applied for the grant.

The following libraries were chosen:

- Anderson Public Library, Anderson, Ind.
- Brewster Ladies Library, Brewster, Mass.
- Cascade Middle School, Auburn, Wash.
- Henshaw Middle School Library, Anchorage School District, Anchorage, Alaska
- Indian Trails Public Library, Wheeling, Ill.
- Manhattanville College Library, Purchase, N.Y.
- San Pablo Library, San Pablo, Calif.
- Sewickley Public Library, Sewickley, Pa.
- Wayne Country Public Library, Goldsboro, N.C.
- Weber Country Library System, Ogden, Utah

“These library gaming programs will help tweens and teens build 21st-Century literacy and learning skills,” said Dale Lipschultz, literacy officer with the ALA’s Office for Literacy and Outreach Services.

The Libraries, Literacy and Gaming initiative is generously funded by the Verizon Foundation and managed by ALA’s Office for Literacy and Outreach Services. Dr. Scott Nicholson, an associate professor in the School of Information Studies, Syracuse University, is the evaluation specialist.
SAN PABLO LIBRARY RECEIVES GAMING AND LITERACY GRANT

Project to Help Students Improve Literacy Skills by Making Music

CONTRA COSTA COUNTY—The San Pablo Library, a community library of the Contra Costa County Library, will receive a $5,000 grant as part of the American Library Association’s (ALA) Libraries, Literacy and Gaming initiative, funded by the Verizon Foundation.

One of ten libraries selected from 390 applications nationwide, the San Pablo Library will use the funds to develop and implement gaming and literacy programs that provide innovative learning experiences for youth 10-18 years of age.

Gaming refers to a wide range of creative play such as board games, card games, and video games that foster critical thinking, language development, socialization, and cultural enrichment. Games provide stories and information as they entertain and educate, fulfilling our library’s mission to encourage reading and lifelong learning.

“The Contra Costa County Library is a leader in providing educational resources to the community,” said Anne Cain, County Librarian. “We are pleased to partner with San Pablo schools and the North Richmond youth center to increase students’ literacy skills in this innovative new project.”

The San Pablo Library will take a unique approach to the gaming initiative by focusing on music as a tool for developing reading and comprehension skills. A 2007 study by the National Academy of Sciences demonstrated that musical training enhances the same processing skills in the brain and nervous system that are needed for talking and reading.

From September 2009 through April 2010, the San Pablo Library will offer a monthly music program for youth incorporating games designed to improve literacy skills. These activities will be a part of the San Pablo Library’s ongoing Teen Lounge—a weekly gathering for teens featuring crafts, gaming, manga club, and teen leadership opportunities held every Wednesday from 3-5pm.

“These library gaming programs will help tweens and teens build 21st-Century literacy and learning skills,” said Dale Lipschultz, literacy officer with the ALA’s Office for Literacy and Outreach Services.

For information on locations, programs, and events visit the Library’s homepage at http://ccclib.org.

The Libraries, Literacy and Gaming initiative is generously funded by the Verizon Foundation and managed by ALA’s Office for Literacy and Outreach Services.

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View more press releases.
March 2009

To the President and Members of the Board of Trustees

Greetings:

On behalf of the American Library Association (ALA), we are pleased announce the creation of ALTAFF, the Association of Library Trustees, Advocates, Friends and Foundations.

This new division of ALA was formed through the merger of Friends of Libraries U.S.A. (FOLUSA) into our Trustee division, combining top-quality resources that support library boards and the best tools to align citizen-advocates with your library’s mission and purpose. We believe that this new division will be a vital resource for you and your director as you pursue fundraising and advocacy initiatives in your community.

During this merger, members of ALA and ALTAFF will see enhancements to member benefits, including our premier newsletter for Trustees, The Voice. Friends groups will be converted from FOLUSA to ALTAFF member or Affiliate status, depending on the desire of each group. Full details are published on the ALTAFF website at wwwALA.org/altaff. Over the next several weeks, we will be in contact again to discuss new, affordable membership options for boards, Friends groups and library directors.

America’s libraries are critical to a democratic society. For well over 100 years they have been entrusted to people just like you to ensure that they stay viable and responsive to the communities they serve. Today’s libraries face many more challenges than they did in the last century and your role has become even more critical. We hope you will join with us so that, together, we can work to keep your library well funded and well governed in the years ahead.

Sincerely,

James Retig  
ALA President

Margaret "Peggy" Danhof  
ALTAFF Co-President

Peggy Barber  
ALTAFF Co-President
Teens’ work to be featured on Council website in April

One photographed a cluster of street signs to show how confusing they were, another took a picture of a discarded takeout sushi meal to reveal how neatly someone had placed its remains in a trash can, and a third clicked a shot of sandbags piled in front of a drainage pipe because she wondered why the bags were there and where the pipe led to.

This past summer and fall, some 300 young people in 21 California communities, as part of the Council’s program California Stories: How I See It: My Place, explored their neighborhoods for interesting bits and pieces of their surrounding landscapes usually overlooked or taken for granted — and then captured what they discovered in photographs and writing. By turns beautiful, funny, insightful and whimsical, the teens’ photographs, along with their thoughts about their work, were exhibited in their individual communities this past fall and will be featured in a special exhibit on the Council’s website in April.

Council Senior Programs Manager Felicia Kelley said that the program, partly based on the ideas of a Harvard historian, was developed as a way for young people to connect with their communities. “We wanted the kids to spend time observing, reflecting on, asking questions and thinking critically about the world they live in,” she said. Kelley, who coordinated the program for the Council, said the concept that the built environment is not just a backdrop to people’s lives, but an element of community and history that can be investigated, was new for many of the kids. “The project really opened their eyes, sparked their curiosity and got them thinking about their communities in ways they hadn’t before,” she said.

Twenty-one California libraries received small grants, computer equipment, cameras and materials to conduct the program. The librarians at each site recruited participants, led photography field trips, held critique sessions, and helped the kids plan, curate and mount their exhibits. To engage the local community, many of the librarians brought in local professional photographers to teach the kids the elements of good picture taking and local historians to expand their knowledge of their communities’ history.

The exhibits, enthusiastically received by the public, were significant confidence boosters for the teens, many of whom spoke about their work before live audiences at opening events. Teen librarian Alicia Doktor, who managed the project at the Riverside Public Library, said the teens’ images gave exhibit visitors a different view of Riverside. “The beauty the group captured in their photos was in many cases the opposite of what adults see each day as they live or work downtown. The teen’s work was optimistic and communicated that feeling. It’s how they see the world here.”

California Stories: How I See It: My Place is supported in part by the U.S. Institute of Museum and Library Services, under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The project was conducted in partnership with Califa, a membership-based service bureau designed to provide cost-effective delivery of services, programs and products through a membership network of California libraries.
The Interlibrary Loan Unit of Contra Costa County Library has recently completed its transition to direct consortial borrowing by joining the LINK+ Resource Sharing Consortium. As a final step in this transition, our library will discontinue traditional interlibrary loan services using OCLC FirstSearch on June 13, 2009. Although we will be officially closing the ILL service on that date, our staff will continue to support any currently active or outstanding OCLC requests both on the lending and borrowing side, and see them through to completion. We are hoping this advance notice will allow your library staff enough time to adjust your OCLC FirstSearch lending strings & lending groups, so as to have a minimal impact on your own patrons’ interlibrary loan requests. We are most grateful to all of the libraries that have generously loaned materials to our patrons through OCLC FirstSearch. You may contact the Linda Barbero, ILL Supervisor, 925-927-3256, if you have any questions or concerns about any outstanding interlibrary loan requests.

Linda Barbero
Interlibrary Loan Supervisor, Circulation
Contra Costa County Library
1750 Oak Park Blvd.
Pleasant Hill, CA 94523
phone 925-927-3256
phone 925-927-3224
fax 925-927-3223
lbarbero@ccclib.org

**********California law requires library staff to protect the confidentiality of all patron library card transactions, including those transactions between libraries for the purpose of interlibrary lending and borrowing.**********
calix site list
calix@lists.sjsu.edu
http://lists.sjsu.edu/mailman/listinfo/calix
widgets & THINGS plug-in, download, check out

Library Catalog Search Plug-in
Try something new and cool from Contra Costa County Virtual Library.

Search the library catalog directly from your web browser. This plug-in adds a search box to your web browser toolbar so you can search the library catalog without having to first go to the library website.

Install the add-on to Firefox or Internet Explorer.

Search Plug-in: Books only
Search for books directly from your web browser.
Install the add-on to Firefox or Internet Explorer.

Search Plug-in: Paperbacks Only
Travel light on your next trip; search for paperback books directly from your web browser.
Install the add-on to Firefox or Internet Explorer.

Search Plug-in: DVDs
Search for library DVDs directly from your browser.
Install the add-on to Firefox or Internet Explorer.

Search Plug-in: New books (etc.)
Search the catalog for the newest additions for any author, subject or title. Bookmark your search to run it again later or subscribe to it as a custom feed.

Library-a-Go-Go Discovery Bay

Come out to the Sandy Cove Shopping Center on May 21, 2009 at 11:00 am for the unveiling of the newest book lending machine. Bring your Library Card or get one on-site and borrow up to three books.

LibraryElf reminders by email / text /
Contra Costa County Library subscribes to LibraryElf, sign up for free and keep track of your library materials by email, text, and the web-based "daily snapshot."

downloads: mp3 / ePub / video
Free content for your iPod, iPhone, Zune, and other players. The Downloadable Media Collection includes bestsellers, classics, fiction, nonfiction, music, and video. Formats include .mp3, .epub, .wmv, .wma, and .pdf.
Friends Council Meeting

Library Advocacy in the Community

Your Friends group can make a long-lasting and significant difference for your library through advocacy. Your voice is especially important during these difficult economic times.

Alan Smith, Contra Costa County Library Commissioner and past president of the California Association of Library Trustees & Commissioners, will:

- Discuss the need for advocacy at the local level
- Provide you with advocacy guidelines
- Help develop an advocacy “plan of action” for Friends groups

Saturday, April 25, 2009
9—11 a.m.
Pleasant Hill Library, Rm. A
(Enter from staff entrance near mailbox)

RSVP to slapat@ccclib.org or call 925-927-3211 by Wed., April 22nd.

Please plan to attend this important meeting!
Friends Council Meeting
April 25, 2009

Presentation: Library Advocacy
Alan Smith, Library Commissioner

1. In a time when City Councils have to look closely at spending and are cutting services, your goal is to preserve what you’ve got and try to prevent making cuts to library funding.

   Alan reviewed some Do’s and Don’ts for Library Advocacy.

**DO:**
- Use City Council public comment time for talking about the library
- Give them the good news about the library (library usage is up, program attendance is up, mention trends library staff are seeing)
- Thank the City Council for their prior support of the library
- Keep within the allotted time limit and get to the point
- Use formal titles when addressing the person, “Supervisor X,” “City Council member Y”…. even if you know them personally
- Prepare your “elevator talk” – know ahead of time what you want to say about the library in case you run into someone and have only a short time to make a pitch
- Remember the power of the citizen advocate. Friends, volunteers, and library patrons can talk about the library and why it is so important to the community in a way that is more effective than library staff giving them the information.
- Share a compelling story on how the library helped someone find a job, learn to read, provides a sense of “community” to an unemployed person. (Ask your Community Library Manager for suggestions.) Ask the individual if they would be willing to share their story. If not, find out if you can share their story for them if they are too uncomfortable doing it themselves.

**DON’T:**
- Bog down your presentation with numbers and statistics. City Council members are presented with so many numbers that they can lose meaning.
- Berate the City Council for not supporting the library in the past
- Take up more than the allotted amount of time
- Overwhelm the City Council with too many speakers on the subject
- Assume that all City Council members are familiar with what is going on at the library, big library programs and events, etc.

2. Other suggestions on how you can make a difference:
- Attend every City Council meeting. Even if you don’t speak during public comment, they will get used to seeing a library presence.
- Introduce yourself to City Council members
• Power in numbers – City Council looks at the number of supporters vs. number of nay-sayers in an audience when they need to take a vote on an important issue

3. Recent trends seen at Contra Costa County Libraries:
   • Increased computer usage and request for assistance to complete online job applications, perform job searches, and file unemployment claims
   • Increased attendance at library programs
   • Increased circulation of 13% or more at several libraries

4. Examples of some stories that were shared by meeting attendees:
   a. An adult male who was unable to read received services through Project Second Chance literacy program. Now that he has learned to read, he is so appreciative that he gives back to the library as a volunteer
   b. An unemployed man was becoming depressed sitting at home alone so he began going to the library to use the periodical section just so he could be around other people
   c. The parent who took his children to a Friends book sale where the children each had picked out a stack of books to purchase, both with big smiles on their faces. The father told them if they had gone to Barnes & Noble, they would have only been able to afford one book each.

5. Alan Smith offered to make this presentation to individual Friends groups, if desired. You may contact Alan Smith at 925-825-5575 for more information.

Attachments included:
   • Advocacy 101
   • Telling Our Story - Information from the American Library Association:
      “Advocating in a Tough Economy Toolkit.”
ADVOCACY 101

Contra Costa County Library
Friends’ Council

April 25, 2009

Alan B. Smith
Library Commissioner
People Back

WINNERS!

NOT

LOSERS
Top Ten Reasons for the Library Community to be INVOLVED

10. Never take the library for granted

9. Elected leaders like to be thanked when they support your cause.

8. There are many conflicting demands on the city(county) budgets.

7. Given other information sources, the public may not think about the library...They need to be reminded.

6. Today's library is not like your father's library...it's so much better!

5. Educate the public that the library is available 24/7.

4. It's often easier for the nay-sayers to get publicity.

3. Some elected leaders who don't use the library may not think a library is important.

2. You don't have to be a polished speaker or a great writer to speak up and support your library. Just speak from the heart and be heard.

1. If you don't get involved, who will?

YOUR PUBLIC LIBRARY SUPPORT IT!
The 5 “F’s” of Advocacy

- Factual
- Flexible
- Fast
- Friendly
- FUN!
Tell a compelling story

- Ideas have to fit the audience’s values

- Person telling the story has to be believable
  - Integrity
  - Commitment
Bottom line
Less reticence,
More urgency!
Telling Our Story

The library story isn’t new, but it is one that continually changes. Part of the challenge in building our case is to get people’s attention and convey the value that libraries deliver.

One way to get people’s attention is to surprise them with some impressive numbers. Figuring the dollar value of service delivered in return for funds invested is one way to do this. The Winter Park (FL) Public Library featured a front-page headline Translating numbers into interesting and colorful comparisons also can make a strong statement, i.e., “Americans spend seven times as much on video games as they do school library media programs.” Or, “College libraries receive less than two cents of every dollar spent on higher education.”

But numbers aren’t the whole story when it comes to telling our story.

Collecting and sharing library user success stories puts a face on the library and can warm the heart in a way that numbers alone can’t.

- Remember, a few good numbers is better than a long list, which most people won’t remember.
- Ask library users to share their success stories. Put out a notebook or sponsor a contest, possibly in connection with National Library Week in April or Library Lovers Month in February. The Kent District Library in Grand Rapids, MI, called its contest “Share a Memory.”
- Encourage all library staff and advocates to report library success stories that they hear and to get contact information.
- Work with a high school or college journalism instructor to have students conduct interviews and report on how the library makes a difference.
- Include a “Tell us how the library helps you/your family.” when conducting user surveys. Put a link on the Web site. Also save and quote from thank-you notes sent by users.
- Put your amazing numbers and library stories to work. Feature in the annual report, newsletter, public service ads and press materials. Post them on the Web site.
- Be sure to ask permission to use names with stories. Stories often can be used without names. When using students’ names or pictures, be sure to follow school policies.
- Share your library user success stories! The American Library Association needs stories to use with the media, in speeches and in testimony before Congress. Send to the ALA Public Information Office, Attn: Library Stories, 50 E. Huron St., Chicago, IL 60611 or send e-mail to pio@ala.org.