

# Florida Libraries

**FIA**  
Florida Library  
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## Abundance in a Time of Scarcity



Florida Libraries in the Great Depression • Resource Sharing • Community Partnerships

Thinking and Acting with Abundance • Affordable Programming

## TABLE OF CONTENTS



<b>President's Column</b> .....	<b>3</b>
<i>By Mercedes Clement</i>	
<b>Desperate Times, Desperate Measures: The Great Depression and Florida Libraries</b> .....	<b>4</b>
<i>By Nora J. Quinlan</i>	
<b>Floridiana with a Twist: Artists' Books in Florida</b> .....	<b>9</b>
<i>By Nancy Pike</i>	
<b>Janus in the Sunshine</b> .....	<b>10</b>
<i>By Roy Ziegler</i>	
<b>The Florida Humanities Center Scholars on the Road to Florida Libraries</b> .....	<b>13</b>
<i>By Kathy Arsenault</i>	
<b>Community Partnerships Help Finance Library Growth</b> .....	<b>14</b>
<i>By Gerry Brent and Linda Porter</i>	
<b>Cornucopia of Services Available for Seniors in Five Florida Counties</b> .....	<b>16</b>
<i>By Catherine Cottle</i>	
<b>Thinking and Acting with Abundance</b> .....	<b>18</b>
<i>By Cynthia Kisby</i>	
<b>Pinching Pennies One Page at a Time: An Online Reading Room Saves Patrons \$\$</b> .....	<b>21</b>
<i>By Courtney Moore, Nicole Heintzelman, Katie Tyler, and Joyce Ward</i>	
<b>FLA &amp; You</b> .....	<b>23</b>
<b>Florida Reads: Vampires in Florida</b> .....	<b>24</b>
<i>By Joyce Sparrow</i>	

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# FLA: Leading During Difficult Times

By Mercedes Clement

**T**his is an exciting time to serve you as FLA president. My three goals for my term as president are:

1. FLA will continue to be a vibrant and growing organization.
2. FLA will support libraries and library staff members during the current fiscal crisis.
3. FLA will be a leader among library-related organizations in Florida.

No president can reach his/her goal without the collaboration of all stakeholders (members, board, committees, groups, friends and students). I am counting on you to keep FLA moving forward. You can do that by taking your responsibilities very seriously.

No matter what position you occupy, your role is very critical to the smooth functioning of the organization. Remember that each one of us is a piece of a puzzle; the puzzle cannot be complete until each piece is fitted in its proper place. Let us each find our place and take responsibility for doing the creative best we can with what we have.

## Administrative Changes

There have been big changes at the administrative level of FLA:

1. Ruth O'Donnell, our excellent Executive Director, just retired — but not before she helped us find and train her replacement.
2. Faye Roberts is the new Executive Director; she is already a great asset. The transition was flawless because Faye has been with the Association for many years; she has all the great qualities we wanted. We are very happy that she is serving the Association in this capacity. Faye's first executive decision was to hire a part-time Bookkeeper/Administrative Assistant. We welcome Kelly Green in that position.
3. Our office management has been transferred from the North Florida Library Information Network (NEFLIN) to FLA's very own office in Lake City, complete with our own furniture,

## Meet Mercedes Clement, FLA President



Mercedes Clement

Born in Haiti

Attended

Judson University, Elgin Illinois.

Graduated from UF and FSU  
(Psychology, Education Foundation  
and Information Science)

Half Gator plus half Seminole...  
Who is she?

Current job: Chair of Library/ Senior  
Professor at Daytona State College

Former jobs: Principal of Le'cole La  
Providence (Haiti)

Work study and Library Assistant  
(UF)

Serials Librarian (DSC)

Head of Tech. Services (DSC)

Mercedes and her husband Job have a  
daughter Fleurette, a son Josue and  
granddaughter Siarrah

computers, phones, and fax machine.  
We are grateful to Brad Ward and the  
NEFLIN staff for their help during the  
past year and in this transition.

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## Support During Fiscal Crisis

As librarians, we pride ourselves on our ability to adapt to all kinds of budget crunches. FLA's Board and committees are creating opportunities to support libraries and library staff during the current fiscal crisis.

- We are looking for ways to help all type

of libraries deliver the best possible services to their members.

- Use the News Digest to share "best practices" about how you are adapting to the budget.
- We are seeking proposals for programs at the 2009 conference.
- FLA committees are responding to reduced travel budgets by conducting conference calls rather than meeting in person.
- We are also looking at ways to partner in education and economic development with other library related organizations. Our collaboration with the Panhandle Library Access Network to organize a one day workshop, "Taking Positive Action in Difficult Times," is a great example

## 2009 Annual Conference

Mark your calendars for the next annual conference: May 5 -8, 2009 in Orlando. Sessions will focus on ways we can connect creatively by sharing ideas for maximizing our resources, programs, and staff with practical tips for revolutionizing Florida libraries, regardless of budget constraints. Carol Russo and Ruth O'Donnell are conference co-chairs. Those who know them do not have to assume—we know the 2009 conference will be the best ever. Another important conference duo is Dee Bozeman and Peggy Gunnell who co-chair the Local Arrangements Committee. Dee and Peggy know the Orlando area very well and promise to have exciting activities.

If you want FLA to continue to be a vibrant and growing organization, we need to hear from you. Your feedback is very important and we pay attention to it! For example, FAQs about the annual conference, now posted on the Web page, are the result of the comments and questions from the conference evaluation.

Please contact me if you have any questions and/or comments at 386-506-3440 or [clemenm@daytonastate.edu](mailto:clemenm@daytonastate.edu).

Merci Beaucoup!


Mercedes



# Desperate Times, Desperate Measures:

## The Great Depression and Florida Libraries

By Nora J. Quinlan

 n May 20, 2008, the *Miami Herald* contained the following headline, “Taxable Property Values drop 5%.” The article went on to describe how the Broward County Property Appraiser’s office had reported the drop, which meant a \$9 billion reduction in the county’s total tax base. The county property appraiser warned that this decline would result in a significant tax roll decline for the next fiscal year. Across Florida, reports like this are being duplicated county by county. How will libraries cope with the budget reductions they are already feeling and will more than likely continue to endure? A look back in time shows that libraries have faced much worse and survived—even prospered—and grown through adversity. Can they do so again?

### Florida’s Boom and Bust Economy

Florida has long been a boom and bust state vulnerable to the vagaries of its economy – riding high and falling fast because of a dependence on unregulated development, fickle tourism, and susceptible agricultural production. Florida’s most extravagant boom and its most deflating bust occurred a few years before the Great Depression. In the early 1920s, a land-buying frenzy brought many newcomers to Florida. It turned into a bubble that quickly burst and devastated the state’s economy in late 1925. This economic downturn was exacerbated by the hurricanes of 1926 and 1928, which were destructive of both land and the public’s image of Florida. Economic conditions were further worsened by a Mediterranean fruit fly infestation in 1929 that heavily damaged the citrus industry. It took over two decades for the state to recover from these blows, and it was not until the 1950s that economic growth returned.

Since then there have been several economic downturns in the United States, but while affected, Florida has been able to weather them, showing impressive growth and development from the 1970s to the early 2000s. Now things are slowing again,



and state and local government services are being impacted, which in turn affect Florida’s libraries.

### The Great Depression

The Great Depression of the 1930s was the worst economic disaster the United States experienced. The collapse of the stock market in October, 1929 started a long downward spiral leading to economic changes and federal government intervention, the virtue of which economists still debate today. In the early 1930s, state and local governments were not prepared or able to handle the economic crisis they faced. Services such as schools, colleges, universities, and libraries suffered.

### Impact on Libraries Nationwide

Libraries across the United States responded to the hard economic times of the 1930s in a myriad of ways. Cuts in budgets were covered by reductions in acquisitions, services, hours, and staff. But at the same time, because the general population was under or

unemployed, there was increased pressure for library access, service, and materials. As in today’s economy, many libraries struggled to find a balance between budget cuts and increased demand.

The initial year after the Wall Street crash in 1929 was a time of economic transition. Many libraries were not immediately impacted. But as time passed and the economic situation worsened, libraries’ budgets were cut. Libraries dependent on city or county funds tied to tax rolls suffered the most. Those that had endowment funds saw a decline in earnings. Colleges and universities saw a marked drop in enrollment and fees. By 1931, libraries were reporting large budget reductions. Chicago Public Library, one of the largest public libraries in the United States, chose to suspend the acquisition of both new and replacement materials starting in 1931 in order to maintain staff levels and operating hours. In 1932, it eliminated almost all of its periodical subscriptions and cancelled all but three national newspapers. The city’s newspaper publishers offered free

Children at Tampa Public Library bookmobile while nearby library staff checks out books, at Ragan Park: Tampa, Fla., 1939. Photo courtesy of Tampa-Hillsborough County Public Library System.

## "A look back in time shows that libraries have faced much worse and survived and even prospered and grown through adversity. Can we do so again?"

Hyde Park Branch Library at 705 Swann Avenue, August 1968. Photo courtesy of Tampa-Hillsborough County Public Library System.



copies of their papers to the library to help out. While retaining staff, salaries were reduced by 20 percent in 1932 and automatic salary increases were stopped.

In Detroit, the library acquisition fund dropped from a high of \$175,000 prior to the Depression to a low of \$72,000 in 1932. By 1932, one-tenth of its employees had been let go and remaining staff received pay reductions of 25 to 30 percent. Beginning in 1931, library hours were reduced. First, the main library was closed on Sunday and then all libraries were closed on Wednesday as well. The number of branches was reduced from twenty-three to eighteen. In one neighborhood, rather than allow the local branch to

close, the members of the community paid a "registration" fee and a monthly charge to pay the rent, if the city would staff it. In addition, the community ran benefit fund drives to raise additional funds.

Other libraries faced additional funding issues. Brooklyn Public Library had to suspend

construction on its new main library in 1931. Other libraries postponed building maintenance. Baltimore Public Library moved into the new Enoch Pratt Library building in 1933, but did not open planned rooms or did not use them for the intended purposes. St. Louis Public Library began to charge a membership

fee for residents who did not pay a city property tax.

### Impact on Collections

Many libraries practiced small economies. For those libraries that still had an acquisitions budget, careful selection of materials were made by reviewing use of the collection and the long term impact on collection development. The purchase of fiction and multiple copies was reduced. Libraries took advantage

of any opportunity for cost reductions, such as purchasing reprints and remainder editions. Librarians worked more closely with book jobbers and secondhand book dealers. They purchased school and library bindings rather than trade editions. Book drives were held and gift and bookplate programs were implemented.

Duplicate pay or rental collections were developed in which users were charged two to three cents a day for the borrowing of new books. In-house binderies and repair departments were created or expanded. Reduced rates were negotiated with local binderies. Shelving practices were changed. Rather than take time to reshelve popular material with limited staff, books were put out on carts for patrons to browse.

### Impact on Staffing

With budget cuts, staffing became a problem. Salaries are usually the highest cost of a library's operation and therefore salaries and/or staffing needed to be reduced. Salaries were cut on average 10 to 20 percent, expected salary increases eliminated, and hiring freezes were implemented rather than terminating staff. Staff worked compressed time to maintain coverage. Service hours were reduced. Some libraries such as Knoxville Public Library went on hiatus for two weeks in 1932. By 1933, Knoxville closed all its branches, leaving open only its main library and one branch that served the segregated black community. Special services and programs were eliminated, centralized, or consolidated. Staff was retrained to take on new duties. Despite an American Library Association effort to introduce retirement plans for librarians, those libraries that did offer them either reduced or curtailed them. Louisville Public Library implemented self-checkout. Record keeping, cataloging, and acquisition processes were streamlined to free up staff to do other work. Maintenance and supply budgets were drastically cut. Even insurance policies were reduced to save money. Libraries curtailed printing and publishing budgets. St. Louis Public Library closed its library school in 1932 as a way of eliminating unnecessary expenses.

### Florida Libraries Pre-Depression

Florida had three state-funded colleges and universities in 1929: Florida A&M College, *continues on page 6*



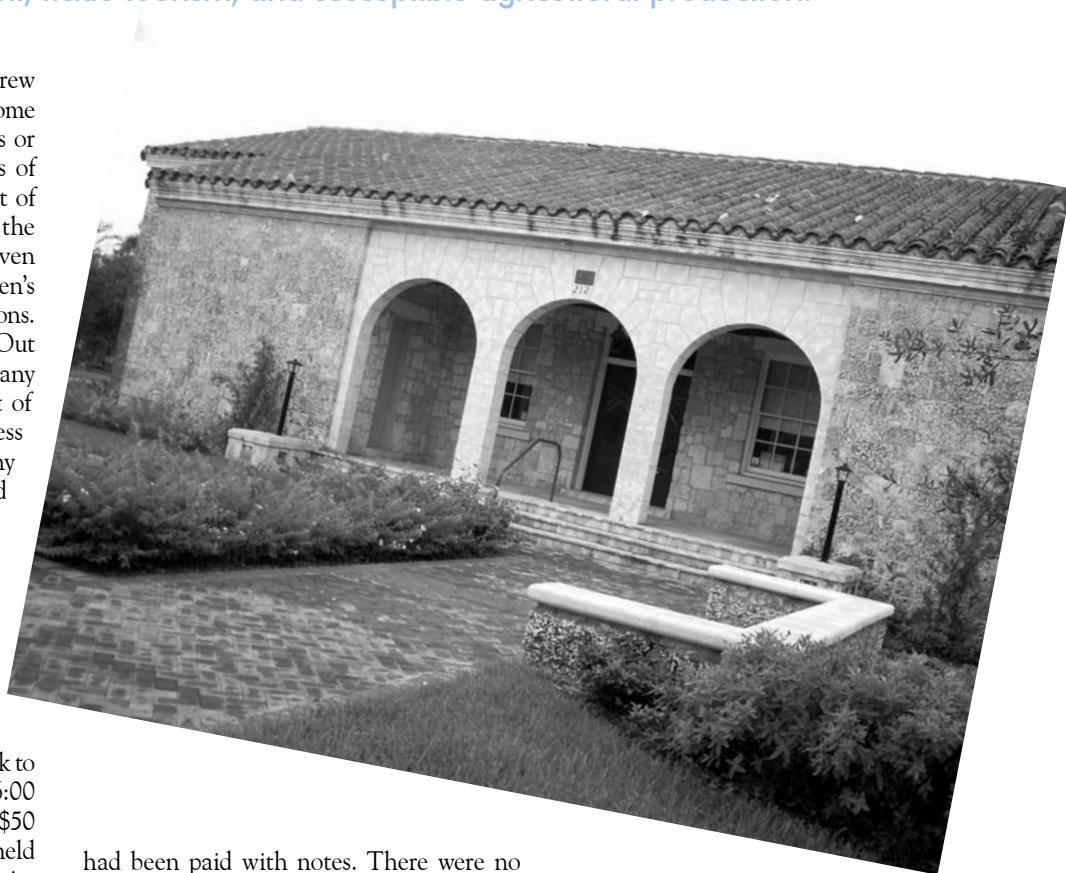
Florida State College for Women, and the University of Florida. Private colleges and universities included Rollins College, Stetson University, Florida Southern College, the University of Tampa, St. Petersburg Junior College, Bethune-Cookman College, and the nascent University of Miami. Many larger cities and towns such as Tampa, Jacksonville, St. Petersburg, Bradenton, Bartow, Clearwater, Gainesville, Ocala, Palmetto, and West Tampa had public library buildings – all courtesy of Andrew Carnegie's largess in the United States. Some smaller towns had subscription libraries or reading rooms usually run by members of a local women's club or volunteers. Out of ninety-two public libraries reporting to the Florida Library Survey 1935, thirty-seven were subscription libraries run by women's clubs, library societies, or other organizations. Fifty-five libraries were reported as free. Out of sixty-seven counties, forty-one lacked any free library service. Almost 60 percent of Florida's population did not have access to free library service. In addition, many Florida libraries were severely underfunded or understaffed.

### Impact on Florida Libraries

Florida, a poor, rural, southern state with little government infrastructure, was hit particularly hard by the Great Depression, and its libraries suffered as well. By 1932, Maitland reduced the hours of the library from six days a week to three and it was only open from 3:00 to 6:00 p.m. The librarian's salary dropped from \$50 to \$25 a month. In 1930, the bank that held the Winter Park library funds failed. The city tried to cover the costs, but by 1932 the city of Winter Park had to cut its library budget in half from \$1,000 to \$500. In Pensacola, the subscription library closed in 1933. In 1934, Deland Public Library appealed for the donations of newspapers to raise money. The newspapers were then sold to be used by a local fern grower. In Dunedin, the Woman's Club could no longer afford the cost of operating a library, and the City took over the operations in 1935 after the Club deeded the library building to the city. In 1936, Fort Walton Beach's Women's Club donated its books to the local high school and closed the library. The University of Miami, which had opened in 1926, filed for bankruptcy in 1932, and for several years negotiated with its creditors, including faculty and staff who

*Coral Gables Library and Community House, Coral Gables, Florida. It is now the Coral Gables Woman's Club. Photo by Nora Quinlan.*

**"Florida has long been a boom and bust state vulnerable to the vagaries of its economy —riding high and falling fast because of a dependence on unregulated development, fickle tourism, and susceptible agricultural production."**



had been paid with notes. There were no regular budgeted acquisitions funds for the library until 1938.

### New Deal Programs

In the 1932 presidential election, Democrat Franklin Delano Roosevelt ran against incumbent Herbert Hoover. The economic situation was dire and Hoover had not been able to resolve it. Roosevelt promised change and people were desperate for it. That November Roosevelt was elected in a landslide. At his inauguration in March 1933, Roosevelt faced an economic and emotional collapse of the country and its people. "...the only thing we have to fear is fear itself," were words that inspired a country. The first one hundred days of his tenure saw the passing of legislation

that leaders hoped would turn the economic crisis. Roosevelt implemented the New Deal, which included the Emergency Banking Act, the Federal Emergency Relief Act (FERA), the National Industrial Recovery Act, and the Civilian Conservation Corps.

### FERA and WPA Impact Libraries

FERA, which expanded to the Works Progress Administration (WPA) in 1935, then later the Work Projects Administration, was to have a major impact on libraries. Harry Hopkins, a noted social worker, was put in charge of FERA and set up the Civil Works

*The Lily Lawrence Bow Library, Homestead, Florida. The building is now the Homestead/Florida City Chamber of Commerce. Photo by Nora Quinlan.*



Administration (CWA) to create jobs. CWA was very active through 1934, at which point the Public Works Administration (PWA) assumed some of its responsibilities. The goal of FERA and later the WPA was to teach people new work skills, create jobs, and get people back to work rather than put them on the dole. The CWA and the PWA developed numerous public work projects that included the construction of airports, schools, court houses, post offices, parks, libraries, and other public facilities.

FERA also placed an emphasis on education, including literacy skills for adults and day care for children. FERA and then the WPA developed projects that included such notable programs as the Federal Writers Project, Federal Theatre Project, and the Federal Arts Project. FERA was not only interested in helping unemployed manual laborers, but artists and white collar professionals. It developed the Library Project and the Historical Records survey. Other FERA work relief projects that benefited libraries include money for research projects (including bibliographic research); statistical and survey projects; funding for clerical, manual, building repair, and cleaning projects (including cataloging and book cleaning and repair); student aid program similar to the work study programs many colleges and universities use today; and emergency education programs for adult education. Funding, however, could not be used for the acquisition of materials for library collections, though books could be bought for specific projects as “tools.”

### Florida Library Projects

Florida benefited from these programs. A Florida FERA report from March 1935 showed that thirty-one library and museum projects had been approved in 1934. In March 1941, 392 people, mostly women, were employed in WPA library projects. In 1940-41, Florida received \$319,563 from the WPA for Libraries Projects funding. This was matched by \$96,959 from other sources, including funding from the state of Florida and local governments. The Florida State Library Board, founded in 1927, sponsored several federally funded programs, such as the State Archives Survey (later the Historical Records Survey), the Statewide Library Project, and the Rare Books Project. The Historical Records Survey evolved out of the Federal Writers Project. Inventorying and indexing projects were done. These projects included the Spanish Land Grants in Florida and Douglas McMurtrie's *A Preliminary Short-Title Check List of Books, Pamphlets and Broad-sides Printed in Florida, 1784-1860*. The Statewide Library Project surveyed Florida libraries, provided funding for staff and began to develop an extension service. A checklist of Florida libraries was issued in 1939. The Rare Books Project, started in 1939, was an attempt to transcribe rare books on Florida history and make them more accessible to users. It had difficulty in being organized and was ended in 1940.

### Library Repairs and Construction

FERA and WPA funds were used to build, renovate, repair, and clean libraries. In 1934, the Fort Meade Woman's Club established a small library with federal funds. The Lakeland Public Library opened a branch library in 1937

in a house renovated by the WPA. In a rural area of Baker County, a library was set up in Macclenny using WPA funds. While not successful, it served as the precursor to the Emily Tabler Library in Lakeland. Umatilla moved its library to a log cabin that was built with WPA funds. They shared the building with a community center and city hall. Stuart applied for federal funds in 1933 to rebuild its library, which had been destroyed in a hurricane. A new building opened in 1934. Tarpon Springs Library moved into a new building on 1937. Seminole Heights received a new library and in Tampa a small library was built in Hyde Park. Homestead opened a library building in 1939 built with funds from the WPA. The Coral Gables library and community house, featuring limestone plaques and murals, opened in 1936.

### Funds for Staffing

Funds from WPA helped in the hiring of two staff for the new Bay County Free Library in 1939. It opened with forty books and one table and one chair. In 1938, the Safety Harbor Women's Civic Club, taking advantage of WPA funds, was able to hire a librarian and start a library. Bookmobile service was implemented in Tampa. Pensacola hired a librarian in 1938 after the City Council had passed an ordinance to establish a free library in 1937. The Florida Historical Society hired a staff person in 1938 with funds from the Library Project. Bartow Public Library took advantage of training programs and offered classes on book binding and repair. Colleges and universities used funding for students to employ them as student assistants in libraries. The University of Florida hired students to organize a large collection of newspapers and to publish a bibliography.

### Lasting Benefits

In the end, despite the hardships of the Great Depression, Florida libraries grew and improved. Many of the benefits reaped by Florida libraries from the federal programs of the New Deal still endure. Through organized action by state and federal agencies and professional groups, such as the American Library Association and the Florida Library Association, there was an influx of federal funds that librarians procured to improve library services. Through surveys, attention was brought to bear on the lack of library services and resources in the state. Government funding was used to build eight new libraries in Florida and numerous others were repaired and/or expanded. Through public programming, literacy levels in the state were improved. Library staff received training and learned important new skills through continuing education. Libraries strived to meet

*continues on page 8*



professional standards for cataloging and service. More librarians with professional library degrees were hired. Communities throughout the state realized the value of library services due to increased use and promotion of library resources.

As we face declining budgets today, libraries should become more aggressive about letting others know of their importance to their community or school and take full advantage of funding opportunities that become available. Florida libraries can continue to grow and provide expanded service despite hard times.

Nora Quinlan is Director of Reference at the Alvin Sherman Library, Nova Southeastern University.

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Seminole Heights Library, now Seminole Branch, Original Building, 1936. Courtesy, Tampa-Hillsborough County Public Library System

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# Artists' Books in Florida

by Nancy M. Pike

**A**rtisans who express their creative ideas in book form use a variety of mediums, including sculpture, fiber, printing, painting, papermaking, paper decorating, and calligraphy. The book as art object can range from a fine letterpress limited edition on handmade paper to an intricately folded pop-up creation, from a tiny miniature book to a large sculptural form, or from an "altered book" to an entirely original new piece.

Over the past twenty years, artists' books and other examples of the book arts have increased in popularity with both their creators and collectors. The book arts are considered to include crafts that comprise the making of a book, such as printing, papermaking, and binding.

## U.S. Book Arts Programs

Many universities and smaller institutions offer programs in some segments of the book arts, usually in their arts curriculum. A few, like the University of Alabama and the University of Iowa, have comprehensive book arts programs that include all aspects of book making. Museums, galleries, and library rare book departments have mounted exhibits and established permanent collections, of these art objects. Some of the collections have been photographed, digitized, and made available online, for example the Joan Flasch Collection at the School of the Chicago Art Institute and the Artists' Book Collection at the University of Wisconsin's Kohler Art Library in Madison.

## Jaffe Center for the Book Arts

Through the generosity of benefactors, several Florida institutions not only offer book arts programs and collections, but also exhibits and even competitions for book artists. Florida Atlantic University (FAU) received a major donation from Arthur and Mata Jaffe in 1998 that became the nucleus of the current collection of over six thousand titles, focusing

## Internet Links:

- Arthur and Mata Jaffe Center for Book Arts:  
<http://www.library.fau.edu/depts/spc/jaffe.htm>
- Bienes Museum of the Modern Book:  
[http://www.broward.org/library/bienes\\_about.htm](http://www.broward.org/library/bienes_about.htm)
- The Book Arts Web:  
<http://www.philobiblon.com>
- School of the Art Institute of Chicago Joan Flascher Collection:  
[http://www.saic.edu/art\\_design/special\\_collections/joan\\_flasch/](http://www.saic.edu/art_design/special_collections/joan_flasch/)
- University of Alabama Book Arts Program:  
<http://www.bookarts.ua.edu>
- University of Central Florida Malkoff Collection:  
[http://library.ucf.edu/Special\\_Collections/Collections/Books.asp](http://library.ucf.edu/Special_Collections/Collections/Books.asp)
- University of Iowa Book Arts Program:  
<http://www.uiowa.edu/~ctrbook>
- University of Wisconsin Artists' Book Collection:  
<http://digicoll.library.wisc.edu/ArtistsBks/>

## Books:

- 500 Handmade Books: Inspiring Interpretations of a Timeless Form* (Lark Press, 2008)
- The Book as Art: Artists' Books from the National Museum of Women in the Arts* by Krystyna Wasseman (Princeton Architectural Press, 2006)
- A Century of Artists' Books* by Johanna Drucker. (Granary Books, 2004)

## Podcasts:

- "Book Artists and Poets" (Interviews by Steve Miller) on iTunes.

on artists' books and the broader topics of the book arts. The Jaffe Collection is now "one of the largest and most varied collections of its kind in the country," according to the FAU Web site. Inspired by the collection, the Jaffe Center for Book Arts has a gallery for exhibiting the Jaffe Collection, plus a Book Arts Studio that presents workshops and classes like bookbinding, book structures, and paper decoration. A letterpress studio houses various nineteenth and twentieth century printing presses as well as computers for digital printing. Their Paper Mill will eventually offer classes in papermaking.

**Bienes Museum of the Modern Book**  
Broward County Library's Bienes Museum of

the Modern Book: The Michael and Dianne Bienes Special Collection and Rare Book Library was also established with a generous donation. Michael and Dianne Bienes' collection and support were the impetus behind the creation of the Museum, an 8,300 square-foot facility that features a conference room, a program room, several display areas, and a reading room where one can access the two thousand item collection. Programs and exhibits are scheduled regularly. In partnership with the Florida Center for the Book, the Museum sponsors the annual Florida Artists' Book Prize. Entries for the twelfth annual prize of \$2,000 are due January 12, 2009; an exhibition of selected entries and an award ceremony are set for March 19 in the Bienes Museum of the Modern Book in Fort Lauderdale. To view previous exhibitions, go to the Web link at left.

## UCF Book Arts Competition

Another book arts competition is held at the University of Central Florida (UCF), for its students only. Winners will be announced in January 2009 with a \$250 prize and inclusion in the UCF Special Collection in the Book Arts. This collection at the Susan King Library includes the Sol and Sadie Malkoff

Book Arts Collection, a gift from graphic artist Sol Malkoff, focusing primarily on typography, graphic design, and book design. UCF has its own fine arts press. Established in 1990, Flying Horse Editions is a non-profit press that publishes museum-quality limited edition art books and prints.

For resources on artists' books, the Book Arts Web at the University of Virginia Rare Book School in Charlottesville provides links to major collections, including many in digital form, plus links to educational opportunities, both classes and online tutorials, and to its e-journal "The Bonefolder."

Nancy Pike is a past president of the Florida Library Association.

# Janus in the Sunshine

By Roy Ziegler

Opportunities that create efficiencies for cost-savings, increased levels of customer service, and improved responsiveness for the availability of critical information are all beneficial outcomes of resource sharing, especially when it comes to providing the variety of materials that comprise our library collections. The eleven academic institutions that make up the Council of State University Libraries (CSUL) represent millions of dollars spent per year in the acquisition and subscription of library materials. When considering the fact that collectively Florida's public universities are one large public asset for the state, the idea of resource sharing is something that libraries should maximize at every turn as an extension of their stewardship role for the public good. Even though the university library community and the Florida Center for Library Automation (FCLA) have been successful at cooperating on a common Library Management System and agreeing on what online databases to share, there is still considerably more cooperation that can take place. This article addresses one exploration that is currently underway to expand the areas in which the state's academic libraries can collaborate beyond their individual campuses.

## Background

In October of 2005, the Janus Conference on Research Library Collections took place at Cornell University. Attendees were primarily chief collection development officers from upper-tier research libraries in North America, and the University of Florida was one of the invited institutions. The conference chose Janus, the Roman god of gates and doorways to symbolize the passage toward a new way of thinking about collaboration and resource sharing for research collections. Speakers such as Hendrik Edelman, Emeritus Faculty from Rutgers University, took a look back to describe how far we have come since collection development as a professional librarian activity was conceptualized twenty-five years ago. However, the major emphasis of the conference was to look to the future to find a better way to build library collections collaboratively. The structure for that discussion was presented by Ross Atkinson, who described the "Six Key Challenges for the Future of Collection Development."

- RECON (Converting the Scholarly Record)
- PROCON (Prospective Conversion/Born Digital)
- Creating Core Collections
- Licensing Principles and Publisher Relations
- Archiving Print, Digital, and Born-Digital
- Alternative Channels for Scholarly Communication

The conference held breakout sessions for each challenge and identified obtainable goals for each. Once the conference was over, participants expressed interest in continuing the discussion. A steering committee was selected to facilitate an action plan, and members agreed to meet regularly.

2005

Ross Atkinson presents the Six Challenges at the Janus Conference on Research Library Collections at Cornell University

2006

At the 2006 American Library Association Annual Conference in New Orleans, six working groups were formed to develop action items for each challenge.

2007

At the 2007 ALA Midwinter Conference in Seattle, the working groups had made no progress.



February 2007

The Council of State University Libraries' (CSUL) Collection Planning Committee (CPC) formed a working group to explore the topic: Do the Janus Challenges mean anything for Florida?

May 2007

The working group met in Gainesville to recast the Challenges to what was doable in order to bring separate collections together into a more unified, more usable, and more sustainable informational asset for the state of Florida.

Fall 2007

The CPC accepted the Florida Janus Challenges Report, which was forwarded to the library directors. Six Janus Challenges task forces were formed to prepare guidelines and implementation strategies for each targeted area.

End 2008

Final reports from the task forces will be submitted.

By sharing best practices, resources, licensing strategies, technology, expertise, and infrastructure, libraries can drive down cost, improve operations, increase sustainability, and work for the common goals of the state's public academic libraries.

### National Response Stalls

At the 2006 American Library Association (ALA) Annual Conference in New Orleans, the Janus Challenges were a major discussion topic at the meeting of the Chief Collection Development Officers of Large Research Libraries (CCDO). A four-hour breakout session was held to polish the work that was started at Cornell. Out of these discussions, six working groups were formed to develop action items for each challenge. Seven months later at the 2007 ALA Midwinter Conference in Seattle, the working groups had made no progress. Based on the lack of progress, it seemed as though Janus was a good idea, but that it would require too much work to pull together a strategic initiative that would benefit academic libraries across the continent, if not the world.

### Florida Steps Up

In February 2007, the Council of State University Libraries' (CSUL) Collection Planning Committee (CPC) met in Ft. Myers for a face-to-face meeting to discuss a variety of issues, from WorldCat Collection Analysis to setting goals for the year. It was reported by several CPC representatives who attended the Midwinter meeting, that the Janus Challenges had lost momentum and were clearly doomed at a national level. This was a disappointment for the CPC because the Janus Challenges represented the basic structure for collaborative collection development for Florida's academic libraries. CPC representatives saw a strategic plan that showed such promise that it could be easily adopted and the benefits quickly realized.

It is hard to know why the Janus Challenges failed to take hold on a national level. Perhaps there was too much work to be done effectively by individuals who had full-time commitments at their home institutions. Maybe there was insufficient leadership to keep the issue on the table long enough to see an idea through to an implementation. There is always a political context and this could have been too complex to gain any traction. Setting aside such speculation, the CPC quickly decided to form a working group to explore the topic: Do the Janus Challenges mean anything for Florida? A group volunteered and agreed to prepare a report.

On May 11, 2007, the CPC Janus Challenges Working Group met in Gainesville and quickly realized that the Janus Challenges had a lot of meaning for Florida academic libraries. The goal was to use the structure of the Janus Challenges to propose a workable collection development and resource sharing strategic plan for public research institutions in Florida. In some circles, the original Janus Challenges were seen as too provocative. With this in mind, the Working Group's intent was to recast the Challenges to what was doable in order to bring separate collections together into a more unified, more usable, and more sustainable informational asset for the state of Florida.

There was an understanding that this report was going to be a starting point, but if realized, the plan had the potential to reshape scholarly collections within the state in a revolutionary way. However, the consequence of not attempting any plan at all was an even bigger fear. The consensus was that libraries cannot be successful today for their students and faculty without relying on each other and certainly will not be successful tomorrow if they do not rely on each other even more significantly. There are numerous examples of other statewide library consortia that have adopted sustainable models. Working Group members are aware of what is occurring in these other states and recognize that there is more that can be done in Florida.

As for implementing Janus Challenges, the downsizing to a statewide resource-sharing initiative was more obtainable than what was imagined for a national project and much more manageable from the group's perspec-

tive, with eleven academic libraries sharing not only a common goal, but a common grip on the funding realities in Florida. The hope was that a well articulated plan might be endorsed by the CSUL directors.

During fall 2007, the CPC accepted the Florida Janus Challenges Report, which was forwarded to the library directors. The directors accepted the Working Group's recommendation to form Six Janus Challenges task forces that would prepare guidelines and implementation strategies for each targeted area. Each task force is currently gathering information, holding conference calls, and preparing draft reports. Final reports will be submitted by the end of 2008.

### Janus Challenges in the Sunshine

#### RECON (Converting the Scholarly Record)

The goal is to convert objects that are currently only available in print to digital form. The impact is that retrospectively migrating the format from print to electronic file preserves the original items and makes the resource more accessible to a wider audience. In an era of distance learning and expensive travel, it makes sense to upgrade the container to the computer desktop. The expense to do this requires a significant financial commitment. However, by creating a centralized facility, greater efficiencies will lower costs over time, result in a tremendous collection, and provide a good return on the investment.

#### PROCON (Prospective Conversion/Born Digital)

The goal is to ensure that objects published in the future are available in digital form. The impact is that this facilitates greater resource sharing and establishes a permanent resource as long as digital preservation is in place. By not having to maintain as much brick and mortar space for collections with reduced processing costs, this is also a very cost-effective way to access information. Institutional as well as statewide digital collections can be built and sustained. Florida libraries will not contain only electronic materials, but a good portion will be electronic because it benefits the remote user and provides 24/7 access.

*continues on page 12*



### Creating Core Collections

The goal is to define what materials compose a core monographic collection and establish a mechanism for providing access to the greatest amount of currently available scholarly content at the lowest possible cost. The impact is that a greater distribution of unique content throughout the state can be achieved as core collections and shared collection development are established for print and e-books. Core collections save money by reducing duplication, which enhances institutional funding to acquire unique materials. By establishing a preferred statewide vendor for approval plans and firm-orders, greater discounts equate to the ability to buy more content. By being able to view what other institutions are ordering, reducing the number of duplicate copies within the state is possible as well.

### Licensing Principles and Publisher Relations

The goal is to negotiate with publishers for the best possible shared access to materials and to develop Best Practices and Guidelines for licensing of content. The impact is that a centralized state-wide information asset is created and is openly accessible for libraries around the state as a resource. Licensing content across multi-type libraries is also a possibility. Libraries need to assert what they need in their licenses, not what they feel that they have to accept.

### Archiving Print

The goal is to create a centralized statewide storage facility where the state university libraries can transfer and store low-use materials. The impact is that duplicate copies of the same low-use item within the system can be reduced. Shared institutional collections

Opportunities that create efficiencies for cost-savings, increased levels of customer service, and improved responsiveness for the availability of critical information are all beneficial outcomes of resource sharing.

free up stack space without impeding access to the content. A proposal for such a facility is current on the state's Public Expenditure Capital Outlay (PECO) list and will hopefully be operational in 3-5 years.

### Alternative Channels for Scholarly Communication

The goal is to create a network, not just within the state, but nationally and even internationally, of publishing structures that scholars can use as a supplement or alternative to standard scholarly publishing. The impact is that competition creates a viable alternative to for-profit publishing and puts the author in control of his/her intellectual output. By populating scholarly information in the public domain everyone benefits.

### Summary of the Challenges

By sharing best practices, resources, licensing strategies, technology, expertise, and infrastructure, libraries can find many efficiencies that drive down cost, improve operations, are sustainable, and work for the common goals of the state's public academic libraries.

### Next Steps

On March 26 and 27, 2009, Florida State University Libraries and PLAN will host an academic library conference in Tallahassee that will focus on collaborative collection development and resource sharing. This event is an opportunity to invite librarians from around the state and region to come together in the spirit of the Janus Challenges to see in practical terms those concepts that have become operational at the institutional level, which could easily scale to greater participation by a variety of library types. A call for proposals will be distributed by the end of September.

### Conclusion

On March 8, 2006, Ross Atkinson passed away, but his influence persists through his scholarly work on collection development. There is a timeless quality to his thinking. "It was Ross' goal that [the challenges] would also result in significant action," said Cornell University Library Director Sarah Thomas. "Ross was insistent to me that it was important to move from local solutions to collective action. We plan to continue in that spirit."<sup>1</sup> On a national front, it has been said that the Janus Challenges are no longer relevant. The public academic libraries in the state of Florida certainly hope to disprove this sentiment. Many believe that Ross' thinking is a valuable gift that just might find a home in the Sunshine State.

*Roy Ziegler is Associate Director for Collection Development at Florida State University and Vice-chair/Chair Elect of the CSUL's Collection Planning Committee.*

### Notes

- <sup>1</sup> *Chronicle of Higher Education*, March 14, 2008

### READ ON!

Edelman, Hendrik. Intelligent Design and the Evolution of American Research Library Collections. Print version of Janus Conference presentation available at Cornell University's eCommons: <http://hdl.handle.net/1813/2598>

Hendrik Edelman's archived videotaped presentation is available at Cornell University's eCommons: <http://hdl.handle.net/1813/5422>

Ross Atkinson's archived keynote address video from the Janus Conference. Cornell University's eCommons: <http://hdl.handle.net/1813/5426>

Atkinson, Ross, "Six Key Challenges for the Future of Collection Development," *Library Resources & Technical Services* v. 50: no. 4 (Oct. 2006), 244-51. Note: Ross was posthumously awarded the Blackwell's Scholarship Award for 2007 for this article. The award honors the author of the year's outstanding monograph or article in the field of acquisitions, collection development, and related areas of resources development in libraries.

Link to Janus Conference Web site at Cornell: <http://www.library.cornell.edu/janusconference/>

Link to the Janus Conference presentations at Cornell's eCommons: <http://ecommons.library.cornell.edu/handle/1813/3767>

Link to Janus TF Web site on Council of State University Libraries site: <http://csul.net/cmc/janus/janus.shtml>

# Florida Humanities Council Scholars on the Road to Florida Libraries

By Kathy Arsenault

**I**n tough economic times, every library is looking for a bargain. At the Florida Humanities Council (FHC), the price is right. Over the years, thousands of library patrons have been treated to lively Road Scholar lectures on Florida history, politics, arts, and literature or have heard “Chautauqua” presentations by performers who bring to life Floridians such as Zora Neale Hurston, Marjorie Kinnan Rawlings, railroad baron Henry Plant, or civil rights martyr Harry T. Moore.

Public libraries request Road Scholars most frequently, according to FHC Executive Director Janine Farver. Farver elaborates, “We see public libraries as the ideal partners for our Road Scholars programs. They share our commitment to providing educational and cultural programming to the general public and they also share our passion for books and reading. We have overlapping constituencies.”

## Appealing Programs

Native-born Floridians and snowbirds alike enjoy these FHC-funded opportunities to learn more about the state’s unique history and culture. Librarians who have scheduled these programs report that they are engaging and highly popular. Anne Haywood, director of Plant City’s Bruton Memorial Library observes, “Florida is so interesting compared to other states.” Donna Paz Kaufman, immediate past president of Friends of the Fernandina Beach Library, finds that Road Scholars are “stars of our year” of library programming, bringing intellectual stimulation and “thinking about the world in new ways” to the island community. Fernandina Beach events attract a wide audience, making library stakeholders of many infrequent library users.

## Extending Programs Through Grants

Selected for their expertise, performance skills, and relevance to the mission of the Florida Humanities Council, Road Scholars enrich

library programming with “Ideas on Wheels” at bargain rates. Although recent cuts in state funding and escalating travel costs now limit Scholar applications to one event per year per library, Scholars may also participate in grant-funded library activities, either through the various grant programs of the Humanities Council or through other appropriate grant opportunities. Grants often provide more flexibility in programming. For instance, a library may plan an extended series of speakers relating to a theme of particular local



“Native-born Floridians and snowbirds alike enjoy these FHC-funded opportunities to learn more about the state’s unique history and culture.”



interest. Susan Lockwood, the Council’s Grants Director, is available to assist new grant writers in developing an appropriate FHC application. The only restrictions for the FHC funding are that events should be free and open to the public, and, for Road Scholars’ events, that they should be directed toward adult audiences.

## Attracting Audiences

The Road Scholars and library program organizers interviewed for this article provide some tips for libraries to maximize their experiences. Publicity is vital. The Humanities Council provides press releases, authors’ biographies, and sample flyers on the Road

Scholars Web site, and it regularly sends postcards of announcements for upcoming events to its mailing list of FHC members. As Leesburg Public Library reference librarian Cathy Mahoney notes, the Humanities Council “makes it easy.” Library program coordinators find FHC’s e-mail lists, library signage, handouts, and contacts with local media invaluable in building audiences. A feature article in the local press, as well as newspaper calendar listings, will often guarantee a good crowd. Most libraries find that refreshments

help to bring out community members.

There’s an art to finding the best time to schedule Scholars’ programs based on previous local experiences. Some communities attract their best crowds on Friday afternoons or on weekends, while in other areas attendance at these times is sparse.

Subjects of particular interest to younger audiences are sometimes successfully scheduled to coincide with business lunch hours. Chautauqua performer Bob Devin Jones stresses that special efforts should be made to attract a diverse group that will enrich audience discussions with multiple view points.

Perhaps the most valuable advice to libraries comes from Leesburg’s Cathy Mahoney: “Give [the Florida Humanities Council] all the support you can.” An organizational membership provides your library with a discounted rate for a Road Scholar event, discounts on a variety of books and media on Florida topics, and a yearly subscription to *Forum*, an award-winning publication on Florida culture. Even more significantly—and costing nothing!—librarians across Florida can thank their legislators for funding the Florida Humanities Council grants and speakers programs so that library patrons can continue to benefit from Road Scholars’ visits.

For more information on the Humanities Council, see [www.flahum.org](http://www.flahum.org).

Kathy Arsenault is Dean, Nelson Poynter Memorial Library University of South Florida St. Petersburg.

# Community Partnerships Help Finance Library Growth

By Gerry Brent and Linda Porter

**C**ommunity meetings typically start with an invocation and Pledge of Allegiance. In these times, what follows is usually a discussion regarding budget reductions, program cut backs or eliminations, and staff lay-offs. This is a tough time in Florida, forcing libraries to re-evaluate practices. "That's the way we've always done it" was never good enough, and now it's out of the question.

There were no state-funded library construction grants this year, but that did not mean library

construction stopped. The Marion County Public Library System opened two new branch buildings in May 2008, in the cities of Belleview and Dunnellon. Last year, the Library received a construction grant from the State of Florida for the Belleview Branch. Neither the Belleview nor

the Dunnellon Branch had more than a basic budget for construction, nor did their budgets include a tremendous increase in personnel costs. The Marion County Board of County Commissioners had made the commitment to the new buildings and was supportive of staffing so that the new libraries could be open at least the same number of hours as the buildings they replaced. Because of that commitment, hours were slightly expanded and staffing increased via the regular operating budget. Because the previous facilities were so overcrowded, the collections were not significantly expanded beyond the typical number of new items normally added.

These two projects demonstrate how to effectively finance library growth by utilizing community involvement and partnerships.

## Planning ahead for the building construction

### Suggestions:

- Plan ahead to take advantage of local revenue enhancement efforts



The Marion County Public Library System fell far short of the Standards for Florida Public Libraries' recommended number of square feet of library space based upon the county's population. When Library

Administration developed the long-range plan for 2001-2006, including a Capital Improvement Plan, the Belleview and Dunnellon library branches were identified as locations in need of more space. When Marion County voters approved a Local Option Sales Tax of one cent for two years, these two libraries were included in the One Cent Sales Tax Fund. The construction goal, first planned in 2001, was achieved in 2008.

## Obtaining land for the building project

### Suggestions:

- Look to the community and local elected officials for assistance in identifying and obtaining land
- Enlist the aid of community supporters to network with potential donors
- Consider local developers as a possible source of land
- Look at alternative funding options
- Let the media help publicize the search

The Belleview Public Library has a long history of community support and financial assistance. In 1887, property was donated for a library building. Construction took place in 1908 with funds raised by the Library Association. Donations financed an expan-

sion of the library in 1969, and the Felburn Foundation funded an addition in 1992. This ongoing support of the library was the foundation for future contributions and community relationships.

As the current building had outlived its usefulness and the burgeoning population of southern Marion County needed a larger facility, the search began for a new library site. The Friends of the Belleview Public Library and a member of the Belleview City Commission worked closely with Marion County officials and Library Administration to find a suitable site. With a limited budget for land and a city bursting at the seams, the Search Committee looked for over a year, only to have one promising deal fall through. A local family with deep roots in the community learned of the search and agreed to donate five acres just outside the city limits. The Belleview library was on its way.

The Dunnellon Public Library Search Committee had a similar challenge. Imagine the excitement when the perfect location was found within walking or biking distance of many Dunnellon residents. However, the State of Florida construction grant approval list stopped just short of this project and another means of paying for the land was needed. The Library sought a Community Development Block Grant (CDBG) as a means of acquiring the land and funding a portion of construction since a good number of library patrons come from a section of Dunnellon that fell within the HUD-designated poverty area.

The City of Dunnellon has small town charm and has long embraced its public library as a center of community life. It was created in the late 1950s by the Dunnellon Women's Club. The former building was constructed by volunteers on donated property in 1961; a 1,500 square-foot addition was made possible in 1992 thanks to a generous donation from the Felburn Foundation. It was community need and the Friends' per-





“No one can deny that times are hard for libraries, though the strategies of community involvement and partnership described in this article show that abundance is achievable.”

sistence that led to the building of the new Dunnellon Public Library. An editorial in the local newspaper after the groundbreaking stated: “It’s a lesson in politics 101. If you want a political entity to do something, make it easier for that entity to do it than not do it, and it’s highly likely, if you are as tenacious as the Friends, it will eventually be done.”<sup>1</sup>

Local property developers worked closely with the Library during the land search for Dunnellon and were also involved with the Belleview property donation. The Marion County Public Library’s Freedom branch was built on land donated by a local developer in 1999.

It’s possible that library supporters in the community may not be aware of the search for a new library location. Publicizing the search and including key members from the community on the Search Committee highlights the need and encourages potential donors to consider the library for their philanthropic contributions.

### Building enhancements

#### Suggestions:

- Include the community in the planning, design, and decorating of their library
- Consider approaching a variety of donors



the Ocala Public Library contributed over \$350,000 in enhancements to the library.

The Friends of the Belleview Public Library gave the new library a complete, and much appreciated, kitchen for the staff lounge. The Friends also purchased the custom-made window blinds installed throughout the building. Thanks to the Friends, the Belleview Public Library has a fully equipped meeting room, including a lectern with a sound

system, a wireless PA system, a theatre projection screen, a DVD/VCR player, and a projector. There were also a myriad of smaller purchases too lengthy to list. The flagpole from the former library had to be moved and rededicated and this expense was underwritten by the family who donated the original flag and pole.

The Friends of the Dunnellon Public Library provided many similar items for the library, including kitchen and meeting room enhancements. A flagpole was needed for the new library, so the Friends, using some creative thinking, approached Progress Energy. The company underwrote the expense of purchasing and installing the new flagpole and flag. A dedication plaque at the base of the flagpole honors the company.

While the Belleview and Dunnellon library buildings are the same size and have the same basic floor plan, there are some design differences to fit the individual communities. Dunnellon has a front “porch” with large, white rocking chairs inviting library users to sit and enjoy colorful and vibrant flower boxes. The community embraced the idea and several individuals and groups donated ten chairs and fourteen flower boxes. Brass name plates identify the donors.

### Grand Opening Celebration

#### Suggestion:

- Help the community be a part of the celebration

Look at the grand opening planning as an opportunity to invite potential donors to help with desired enhancements. Showcasing the new library builds enthusiasm and excitement

for the new facility and renews support for public libraries.

The grand openings for both the Belleview and Dunnellon library buildings were tremendously successful, with over one thousand people in attendance at each. The Friends of the Library co-chaired a Grand Opening Committee with library staff. The Friends assisted in finding sponsors and arranging entertainment. The construction contractor underwrote the cost of purchased refreshments, although local restaurants and bakeries donated much of the food. Marion County has a contract with a Coca-Cola bottling plant to provide free bottled water and beverages as part of an allotment received by the County.



The Library did not incur any expenses for the grand opening of these facilities other than printing and mailing invitations. Sponsor names were prominently displayed on the

refreshment tables and listed on the program. This recognition is important not only for courtesy’s sake, but also to attract donors the next time an event is planned.

The Belleview High School jazz band and Belleview Middle School band both entertained at the grand opening of the Belleview Public Library. Involving local schools in the celebration encouraged students and their families and friends to join in the fun, as well as helping build in an audience for the grand opening celebration. A number of other opportunities for community involvement were included at both library grand openings.

No one can deny that times are hard for libraries, though the strategies of community involvement and partnership described in this article show that abundance can be achieved and that libraries can continue to re-invent themselves to meet the needs of their communities.

*Gerry Brent is the former Library Community Liaison and Linda Porter is the Collection Development Librarian for the Marion County Public Library System, Ocala, Florida.*

### Notes

<sup>1</sup> Editorial Our View, “Friends Deserves Community’s Thanks,” *Riverland News*, March 13, 2007.



Even the most careful planning and land acquisition process may allow only enough budget for a basic and functional building. The next step is to make a house a home. Certainly

the most important partner for the Marion County Public Library was the Friends of the Library. Eight of the nine locations of the Marion County Public Library System have their own Friends groups. The ninth is in an MSTU (Municipal Service Taxing Unit) and has a board. All of the groups support their libraries in many different ways. When the Headquarters Library was furnished and equipped over four years ago, the Friends of

# Cornucopia of Services for Seniors: WCFAAA and Public Libraries Form Partnership to Benefit Seniors

By Catherine Cottle

**C**hances are an older patron visiting your library will need help using e-government forms this year. Or an elderly person who can't get to the library may call, wanting to know about programs and resources in the community. Perhaps you know of caregivers who need help with elder services. You are probably trying your best to help answer these needs. At the same time, you are faced with cutbacks, dwindling budgets and resources, and a general feeling of being overwhelmed, especially with e-government questions.

A partnership has been created this year in five Florida counties that will direct senior patrons to the right place for help with confusing e-government issues like Medicaid and Medicare insurance forms. The partnership can channel those questions so that seniors get not only information, but walk-through assistance as needed.

## West Central Florida Area Agency on Aging

Public libraries in Hardee, Highlands, Hillsborough, Manatee, and Polk Counties have joined together with the West Central Florida Area Agency on Aging, Inc. (WCFAAA) to help seniors get a variety of types of information either by phone or on the Web. The WCFAAA is an agency that is designed to be a one-stop shop for seniors in the five-county area. The agency has services not only for seniors, but for caregivers and family members as well. If a library patron walks in or calls any of these public libraries with a question about senior services, the reference librarian is able to direct the patron to the WCFAAA by phone or electronically. By going to [AgingFlorida.com](http://AgingFlorida.com), librarians can direct anyone to WCFAAA's databases that connect to programs for the elderly. By calling 1-800-963-5337, seniors in these five counties can connect to Information and Referral Specialists who have answers to questions, such as "Where do you get help with Medicare?"

Through this partnership, WCFAAA, in turn, can refer seniors to a library when there is a reference question or an information request that a librarian can answer.

For example, if a senior resident calls the WCFAAA looking for a recent article that he heard about on diabetes, the Information and Referral Specialist transfers the caller to the library in his area for help in finding the article. And with the electronic requests that come into [AgingFlorida.com](http://AgingFlorida.com), links are provided to specific libraries in the community, along with phone numbers. This connects the senior to the library in his community and to the article he is looking for, with the help of a reference librarian.

"Our goal is to reach out to the senior person who might be isolated and needs information," said Katherine Goosney, WCFAAA's point person for developing the partnership. "We want to be able to walk them through the information process and get them answers. We attempt to take the confusion out of this for everyone."

## Area Agencies on Aging

All Florida counties have an Area Agency on Aging. They fall under the auspices of the Florida Department of Elder Affairs, and their mission is mandated by the federal Older Americans Act. They exist to "promote the independence, dignity, health and well-being

of our elder citizens; to plan, fund and administer a coordinated system of services for seniors; to facilitate and enhance service delivery; and to advocate for the needs and concerns of older Americans."

## Assisting Libraries with e-Government

What does this mean for librarians? With the shift to e-government, the burden of knowing about government programs is being placed on librarians. Through this partnership, librarians can refer patrons to the one-stop agency that can provide answers on almost all senior needs. It means that there is an abundance of information available to help seniors in our communities by calling one place - the Area Agency on Aging. Librarians don't need to know about all of the community resources available for seniors; they just need to know how to get seniors to the right place for answers. In times of scarcity, a partnership like this makes sense.

## Support Services

WCFAAA's Information and Referral Specialist Patricia Saul gives an example of the services the agency provides. "Recently,



a woman called in about her mother who is grieving the loss of her husband. She has lost weight and is becoming isolated. We provided her daughter with information about grief support groups, senior centers, and recreation programs in the community. This way, the adult daughter has a starting point and can be involved in sharing the information with her mother.”

Information and Referral Team Leader Sophia Gordon gives another example, “A woman had obtained a power of attorney while living in another state and since moving to Florida, wanted to make sure that it was still valid. If it was not, she needed help to update the information. She was referred to the legal provider who could assist her with this process.”

### Florida's Senior Population

With the large senior population in Florida, it makes sense for librarians

folks.” He and his staff are also working on enabling the WCFAAA to connect to the Gale Health and Wellness databases via the Florida Electronic Library.

TBLC’s Diana Sachs-Silveria is providing training to the WCFAAA Information and Referral Specialists about when to forward a call to a library and what libraries can provide to seniors. Librarians Victoria Ricketts (Hillsborough) and Linda O’Conner-Levy (Manatee) were quick to participate, providing information about senior programs at their libraries and the best phone numbers for seniors and WCFAAA staff to call for reference help. Tina Peak (Polk) worked overtime collecting the best reference numbers and Web sites for the many libraries in the Polk County Library Cooperative. Not only did the

“Through this partnership, librarians can refer patrons to the one-stop agency that can provide answers on almost all senior needs.”

librarians give WCFAAA phone numbers and links, they all offered to put WCFAAA’s link on their Web sites. Mary Myers (Highlands) and Patti Jean Lang (Hardee) have also been invaluable participants in the formation of the partnership. In turn, WCFAAA’s Katherine Goosney provided handouts with phone numbers that the librarians can keep and refer to at the reference desk.

### Standards for Library Services to Seniors

This type of partnering is reinforced by the Library Service to Aging Population Committee, part of the American Library Association (ALA) Reference and User Services Association (RUSA). Chairman Tony Sarmiento provided copies of the Guidelines for Library and Information Services to Older Adults, which suggest many ideas for senior patron service, including forming partnerships with the Area Agencies on Aging. The guidelines also call for ensuring that libraries are relevant to older users.<sup>5</sup>

Additional support for the partnership comes from the Florida Library Association Standards for Florida Public Libraries.<sup>6</sup> Standards for senior patrons set by the Florida Library Association and Florida’s library directors call for forming partnerships within the community. Other standards for elders call for including seniors in the planning processes and for librarians to be aware of senior needs.

### Evaluating and Expanding Services

The next step for the partnership is to collect data. Are seniors able to access library infor-

mation when they call WCFAAA? Are librarians referring calls to WCFAAA? Is it helping the elderly person to get the information they need? What works? What is there about the partnership that needs to be tweaked? The partnership has blossomed and is growing, and the citizens in the five-county area are all richer because of the commitment of the librarians and the staff at the West Central Florida Area Agency on Aging, Inc.

As each of Florida’s sixty-seven counties falls under an Agency on Aging, the Department of Elder Affairs is in the process of designating all of the Area Agencies on Aging as Aging Resource Centers throughout Florida. This means that the one-stop for seniors will be available throughout the state. By sharing library information with regional agencies on aging in your area, libraries can participate in getting seniors information about e-government and programs in the community.

*Catherine Cottle is a graduate student in Library and Information Science at the University of South Florida and is a member of the Hillsborough County Library Board. She formulated the WCFAAA/Libraries Partnership as an extension of her graduate work.*

### Notes

- 1 U.S.Census Bureau. Available from [http://factfinder.census.gov/servlet/ACSSAFFacts?\\_event=Search&\\_state=04000US12&\\_lang=en&\\_sse=on](http://factfinder.census.gov/servlet/ACSSAFFacts?_event=Search&_state=04000US12&_lang=en&_sse=on)
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- 6 Florida Library Association Standards for Public Libraries (Rev. 2006). Available from [http://www.flalib.org/PDFdocuments/FPLStandards2006\\_rev.pdf](http://www.flalib.org/PDFdocuments/FPLStandards2006_rev.pdf)



ians to utilize the resources of the WCFAAA. As recently as 2006, residents sixty-five years and older made up 16.8 percent of Florida’s population,<sup>1</sup> ranking it highest in the nation.<sup>2</sup> Seniors make up 19 percent of public library patrons in Florida.<sup>3</sup> By 2030, baby boomers will make up one of every four Florida residents.<sup>4</sup> The partnership is a win-win for librarians, WCFAAA and, of course, the people who need it the most —older citizens.

### TBLC Key in Forming Partnership

Charlie Parker, Executive Director of the Tampa Bay Library Consortium (TBLC) was instrumental in establishing the partnership. He hosted meetings with library representatives and WCFAAA. Mr. Parker notes that “this partnership has the potential to make librarians’ lives a lot easier and, at the same time, help the aging agencies reach more



# Thinking and Acting with Abundance

By Cynthia Kisby

**G**iven the economic issues facing Florida libraries, some will wonder about the benefit of working on strategic plans or contemplating alternative services. Perhaps it would be more realistic to cut back and wait for funding to return. Although the current sub-prime mortgage crisis does not carry the same emotional trauma as the September 11 terrorist attack, or hurricanes Charlie or Katrina, it does present similar challenges. How we interpret events such as budget cuts and natural disasters determines what we do. If we examine whether automatic reactions based on past conclusions are appropriate in new situations, we might change old behaviors to achieve better outcomes. If a leader learns to do this on a personal level, then s/he might be able to communicate in a way to help colleagues flourish in an ever-changing environment. Based on research in happiness, motivation, and rational thinking, this article describes how to adapt thoughts and actions to achieve more of what we want.

## Motivation

Before any action occurs, a person must be motivated to want to do something. The study of motivation, or explaining human behavior, has been a source of speculation for ages.

Theories run the gamut from the Epicurean pleasure principle to Plato's proposal of wisdom, duty, and public service as motivating values. Current researchers discuss meaningfulness as the ultimate motivator.<sup>1</sup> A simplified synthesis of motivation theories would be that people want to be happy and pursuing happiness (however uniquely defined) is what motivates behavior. According to Joseph Addison (1672-1719), "The great essentials of happiness are something to do, something to love, and something to hope for."<sup>2</sup> Examining "something to hope for" helps explain motivation. Before reviewing specific suggestions for maintaining hope, a few words about thinking.

## Rational Thinking

We all think we are right! We have come to conclusions based on our life experiences that



A is better than B. Once we learn A, and make a decision about A, it takes time and effort to go back and revisit that conclusion. Reevaluating a position may mean admitting to a long-running mistake. No one wants to be wrong, so it is much more comfortable not to question our beliefs. However, the psychology of rational thinking teaches that if we dislike an outcome and we cannot control the events that cause it, then the best alternative is to change our interpretation of those events.<sup>3</sup> Put another way, a common definition of insanity is to continue doing the same things over and over while expecting a different outcome.

Achieving better outcomes is at the heart of leadership. Some believe this happens through "change management," perhaps because most supervisors and managers have at least one employee that they think should change. Service would improve if only the desk staff could arrive on time; or if only the pre-order checking were done more carefully. Changing other people is simply not possible. People may change themselves in some cases, but only if they are motivated to do so.<sup>4</sup> So where does this leave the library director who is hoping to assign new tasks or to reconfigure service delivery while eliminating ten percent from the budget?

## Managing, Leading, and Communicating

Marcus Buckingham, a Gallup researcher and consultant, advises that the manager has to know what each employee's "dream prize" is.<sup>5</sup> People can be motivated by so many different values that it is impossible for even

the most dedicated supervisor to keep up. This may entail more effort than many are willing to devote. After all, in this economy just keeping the job should be reward enough. Although true, this sentiment hardly inspires greatness.

The spectrum of motivators or goals can run from subsistence to the sublime as depicted in Maslow's hierarchy. A person can be motivated to keep his or her job just to avoid living in the back seat of the car. However, the more inspiring motivator in each of us is to use our own unique talents to achieve something highly valued or some greater good.<sup>6</sup> One common goal in all libraries is to support life-long learning. Library workers are so fortunate to have an inspirational purpose to lift us out of the daily mire and budget woes. Keeping the focus on the future vision as it relates to our loftier goals is what Buckingham sees as the work of leaders.

So according to Buckingham, (in good times and bad) managers look for and capitalize on each employee's unique strengths while leaders clarify who we serve, institutional core strengths, and actions to achieve our purpose. This work of achieving more abundant outcomes hinges on asking questions and sharing information, that is, communicating. Fortunately, better communication is not dependent on the Florida economy.

Communication is thinking out loud; that is, on a good day thinking is involved. Many times we do not stop and consciously evaluate decisions and conclusions that we have reached in the past. What we have learned is a result of identifying a need, assimilating new information, practicing, and possibly evaluating the change. Learning is a change process. Learning and changing involve identifying what is not working and doing something about it. That can include changing how we think and communicate.

## Changing Habits

If a person feels thwarted, depressed, or unmotivated by loss, budget cuts, or other life events, it is probably because of the quality (or lack thereof) of his or her internal communication. According to Ellis, Seligman and a host of others, a different outcome can result from learning and changing to new thought patterns. Since thought patterns are devel-

“As much as library workers may want to embrace change and see the good in a bad situation, this does not come naturally to everyone.”

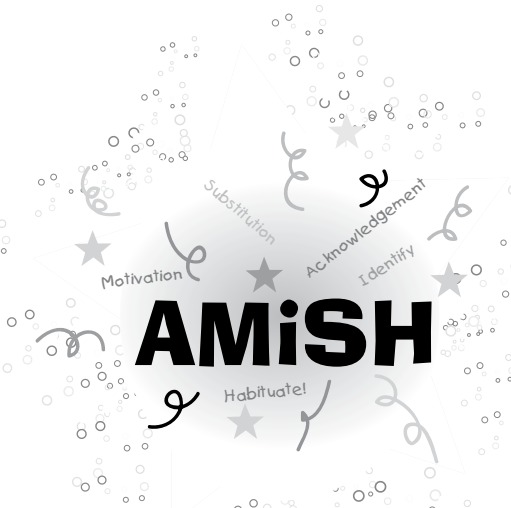
oped through life-long habits, they can only be altered with conscious effort. An excellent “AMISH” method for changing habits is described by another psychologist, Marie McIntyre.<sup>7</sup> The acronym AMISH is used to remember the steps in the process.

- A) acknowledge ownership and control over the negative behavior or thought.
- M) represents required motivation to change. That is, the individual has to identify his own better outcome, value, or reason to persist in changing.
- I) requires identifying a small specific issue to work on rather than a big, vague complaint.
- S) is for substituting a more positive thought or behavior.
- H) is for habituate which means continue to practice until the new thought pattern or behavior becomes as automatic as the habit being replaced.

Usually to make a breakthrough in changing thought patterns, people spend hours and small fortunes at the therapist’s office. It is not easy to stop and examine our assumptions but it can be done. Communicating in a way that highlights our own and others’ underlying assumptions creates opportunities to explore more rewarding alternatives.

### Hope vs. Pessimism

Having examined the AMISH process of how to identify and challenge habits of thinking, it is time to return to the concept of hope. In *Learned Optimism*, psychologist Martin Seligman describes two different styles of explaining life events: optimistic and pessimistic thinking.<sup>8</sup> Since optimism and hope are shown to inspire people to persevere, achieve greater goals, and to provide more beneficial outcomes than pessimism, Seligman proposes two general ways of dealing with negative thoughts: distraction and dispu-



tation. A change of scenery or activity is one way to distract oneself from dwelling on unfortunate events. This is, however, only a temporary fix. On the other hand, learning to dispute pessimistic thoughts is something that can be consciously practiced for long-term benefit.

Seligman’s first method to dispute a pessimistic interpretation would be to examine evidence as to whether it is factually correct or not. For example, is it true that “there is no point in proposing this new service because there is no money to do it?” An optimistic challenge would be, “there could be money from some other source” or “we might achieve the same improvement without spending money.” Pessimists tend to interpret events using the three “Ps”: permanent, pervasive, and personal. Optimists on the other hand view bad situations as temporary (“this too shall pass”), limited in scope (not all-encompassing), and impersonal (not “why is this happening to me?”). Those interpreta-

tions would be good thoughts to substitute for the negative thinking. Another method to dispute de-motivating thinking is to minimize the negative impact of an event by asking “how bad is it?” or “so what?” That is, view a negative with the perspective that the implications are not life-threatening (“after all, it’s only money”). Another method to dispute irrational thinking is to question the value or usefulness of maintaining a pessimistic thought pattern. A sample question would be “what good does it do to believe that we cannot survive with only half the book budget?” Seligman argues that disputing pessimistic thinking energizes action to achieve better outcomes.

### Taking Positive Action

The literature presented up to this point argues that personal interpretation of events has a significant impact on an individual’s ability to move forward and thrive under stressful circumstances. To mitigate the Pollyanna perspective that this might suggest, consider that all attempts to improve outcomes should be soundly grounded with realistic strategies. Thinking differently should also be accompanied by taking specific actions designed to achieve a purpose. The following paragraphs describe tactics that library workers can use to stay motivated and engaged through Florida’s temporary downturn.

### Banishing Burnout

Given the Florida budget situation, overwork and lack of reward are two sources of negativity and burnout worth examining. Leiter and Maslach have identified six major causes of burnout and what to do about them.<sup>9</sup> These authors stress that all actions should be taken with caution; expect resistance to change, build alliances first, and assess the risks before proceeding. With those warnings in place, their recommended problem-solving method begins with identifying and taking ownership of a specific problem (much

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“Indeed, it is energizing to allow ourselves to reexamine our thinking and make a conscious effort to choose the thoughts that will serve us best in the moment.”



that. If more money is the true objective, options include negotiating a raise or, more likely, finding other sources of income. If unsatisfying work is the problem, perhaps better job assignments would be the answer. Negotiate new tasks by delivering a better product based on using natural skills and preferences, expand and increase the work we enjoy, or change how we do the job. If money is not the objective but acknowledgment is, ask for feedback, remind supervisors of our accomplishments, reward ourselves, be sure to acknowledge others, and model appreciation.

we can adopt an “and” mentality, an open mind, where many views can coexist; one is not right and the other wrong. Indeed, it is energizing to allow ourselves to reexamine our thinking and make a conscious effort to choose the thoughts that will serve us best in the moment.

Cynthia Kisby is the Head of Regional Campus Library Services for the University of Central Florida in Orlando. She previously served as the UCF Personnel Librarian and is certified by the Society for Human Resource Management.

like the “A” in AMISH).

Ownership means asking “what am I contributing to this and what can I control?” Vague or general complaints are much harder to address than small, specific issues. For example, one specific aspect of work overload is physical exhaustion. If that is the problem, what would be a better, desired outcome and what steps could be taken to achieve that? The authors consider “resilience” a preferred state to exhaustion. Suggested actions to increase resilience include rest, exercise, sports, strength building, fitness, relaxation, and meditation. If too much work is the problem, what actions can be taken to reduce the workload? Reprioritizing, negotiating what work can be eliminated, developing new skills, training and delegating to others are positive actions. Another specific aspect of work overload is excessive availability. The desired outcome is uninterrupted time and creative solutions might include working in a different space, trading hours with a coworker, or working a flexible schedule.

With no raises in sight, some Florida employees have already experienced lack of reward as a factor leading to burnout. Break down that global complaint into something more specific such as insufficient compensation, unsatisfying work, or lack of recognition. Depending on which has the greater impact, an individual could identify an alternative preferred state and look for steps to achieve

### Abundance

Finding abundance in a time of scarcity is partly a result of how we interpret life events, optimistically or pessimistically. To supplement our thinking with positive strategic actions, psychologist Sonja Lyubomirsky offers the following tips for a happier life. For example, keeping a gratitude journal is a good way to count our blessings and keep the focus on what we have (abundance) rather than what is missing. Practicing random acts of kindness is actually more than just a catchy bumper sticker. Her research shows that being kind “triggers a cascade of positive effects - it makes you feel generous and capable...”<sup>10</sup> Lyubomirsky’s suggestion to take care of our bodies is a repetition of the earlier advice for preventing burnout. Other tips include: savor life’s little pleasures, thank those who have helped us, learn to forgive and move on, invest time and energy in friends and family rather than material possessions, and personalize our own stress-reducing strategies.

As much as library workers may want to embrace change and see the good in a bad situation, this does not come naturally to everyone. Some people tell themselves to get back on the horse no matter how many times they fall off. Others decide to limit their lumps and take up a new hobby. It is important to conclude with the reminder that

### Notes

1. Steven Reiss, *Who Am I? The 16 Basic Desires That Motivate Our Behavior and Define Our Personality* (New York: Tarcher, 2000).
2. Marie G. McIntyre, *Secrets of Winning at Office Politics* (New York: St. Martin's Griffin, 2005).
3. Albert Ellis and Robert A. Harper, *A New Guide to Rational Living* (Englewood Cliffs, NJ: Prentice-Hall, 1975).
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5. Marcus Buckingham, *The One Thing You Need to Know: About Great Managing, Great Leading, and Sustained Individual Success* (New York: Free Press, 2005).
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# Pinching Pennies One Page at a Time:

## An Online Reading Room Saves Patrons \$\$

By Courtney Moore,  
Nicole Heintzleman, Katie Tyler,  
and Joyce Ward

**T**he Winter Park Public Library's reading room is open for business. This inviting new space showcases today's popular magazines, newspapers, and books. Sure to be the destination among patrons, the reading room accommodates more people than any other room in the library and promises no lines, no waiting. Its cost to build? Nothing. Its location? Online.

A brainchild of the Reference Department, the reading room is the latest marketing effort to promote the library's electronic resources. Available 24 hours a day to any patron with Internet access, these electronic resources offer a wealth of reliable information without a price tag. As Americans ponder the spectacle of their incredibly shrinking budgets, a visit to the library's reading room may just be what the accountant orders.

with popular titles like *Consumer Reports* and *People*, and shows them that libraries are also a source for mainstream reading material.

The reading room's eye-catching graphics link directly to full-text versions of their respective publications, allowing immediate browsing once patrons log into the database. Bypassing the search screen saves time and also addresses an information-seeking behavior observed by library staff through interactions at the reference desk and observations of the library's periodical shelves. Because patrons are more likely to be interested in browsing magazines and newspapers than in using them as a means for research, browsing—not searching—is its first priority.

### Building Blocks

A variety of factors helped indicate which publications

would be a good representation of what people are reading. One factor was patron questions. For example, patrons frequently ask questions about *Consumer Reports*, so including a link for it would likely garner interest. Another factor

was local interest. The region's major local paper, *The Orlando Sentinel*, and other area papers are included in the newspaper section. In addition to patron questions and local interest, bestselling publication lists assisted in the identification of popular titles.

After selecting the publications, persistent links from their database pages were used to hyperlink their graphics. In some cases, it



### From Idea to Conception

There is much to see—and read—in the online reading room. An idea originally sparked by the logo display on the Florida Electronic Library's homepage (<http://www.flelibrary.org>), it uses graphics instead of text to emphasize database content. The result is a visual gateway that grabs visitors' attention

was necessary to contact a vendor directly to establish this particular type of link. These links maintain a permanent connection to an item's database record and also authenticate remote users who need a library card to access the library's electronic resources.

### A Tour

Located at <http://www.wppl.org/resources/readingroom.html>, the reading room is divided into four sections: magazines, newspapers, ebooks, and Facts a Researcher Can Trust. Each section has its own set of identifiable graphics ranging from logos, publication covers, and pictures. So that visitors are not overwhelmed by too many options, the graphics listed for each section do not exceed two

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lines and all appear within the width of the screen as the page scrolls down.

The magazine section, equally comprised of periodicals from Gale and EBSCOhost, is the first section in the reading room. Popular titles like *Time*, *Good Housekeeping*, and *People* are included in this area and feature a wide scope of stories that are sure to meet a diverse set of interests.

The newspapers section features both local and national papers from Newsbank. Along with promoting a proprietary database, this section also allows for in-house promotion of digitized versions of historic Winter Park newspapers that are available through the library's Winter Park History Web page.

The third section of the reading room is dedicated to the library's ebook collection. The ebook graphics are the only ones in the reading room that are not hyperlinked because patrons need a NetLibrary account to view them remotely. Both the library's phone number and a link to the NetLibrary site appear in this section for those seeking additional information.

The last section, Facts a Researcher Can Trust, was not a part of the original design of

"The reading room's eye-catching graphics link directly to full-text versions of their respective publications, allowing immediate browsing once patrons log into the database."

the reading room. However, it is an important addition that highlights the authoritative, reliable information found in databases. This section covers hot topics like politics and the economy—all represented by graphics that link directly to article entries in the Facts on File database. This section adds a current feel to the reading room and will be updated as needed.

#### Advertising

The beauty of the online reading room is that it practically sells itself. During June alone, the reading room received 685 hits, more

than some of the library's databases get in an entire year! Still, proper advertising was an important element in introducing this useful resource to the public. Methods of advertising included an announcement and link on the library's homepage, a write-up in the library's e-newsletter, and strategically posted signs in spaces of the library's magazine shelves.

#### Conclusion

In this day of increasing unemployment and skyrocketing food and gas prices, many people are suffering from sticker shock. A good bargain, such as the abundance of free information available through the library's electronic resources, can go a long way. Therefore, dedication to spreading the word about these valuable tools and creating new ways to connect patrons to these resources is more important than ever. So the reference staff would like to extend a warm welcome to patrons to visit the library's online reading room. Its doors are now open: Relax. Log in. Save money.

*Courtney Moore, Nicole Heintzelman, Katie Tyler, and Joyce Ward are reference librarians at the Winter Park Public Library.*

## *Timely Book Publishing Information* for you *and* your author/publisher patrons

At the Florida Publishers Association, we're all about education, and we want to include your library in our educational outreach programs. Toward that goal, FPA offers:

—**Answers to patrons' questions** about book publishing.

Just email us at [FPAbooks@aol.com](mailto:FPAbooks@aol.com).

—**Assistance to librarians** in providing a publishing program to their patrons. We can provide expert speakers and can develop an up-to-date and informative book publishing program that your patrons will appreciate.

—**FPA-member rate for librarians** who would like to attend its Publishing Mini-College and Publishing Ed-U-Conference. We want to help librarians learn even more and become book publishing educational resources in their communities.

—**Free subscription** to the *FPA Sell More Books! Newsletter*. Stay up to date about book publishing with email delivery of our monthly newsletter.

FPA is a not-for-profit Florida corporation that is dedicated to helping publishers, self-publishers and authors learn what they need to know to successfully produce, publish and market their books. FPA offers its publisher, self-publisher and author members low-cost book display at the FLA and FAME trade shows; educational events in spring and fall; the *FPA Sell More Books! Newsletter*, emailed monthly; the members-only FPA President's Book Awards program; the PMA Publishing University Scholarship Program; and much more!

FPA is an affiliate of AAP (the Association of American Publishers, [www.Publishers.org](http://www.Publishers.org)); PMA, the Independent Book Publishers Association ([www.PMA-online.org](http://www.PMA-online.org)); and SPAN (Small Publishers Association of North America, [www.SPANnet.org](http://www.SPANnet.org)).

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Telephone/Fax (863) 647-5951

## FLA Programs Continue Amid Seamless Leadership Transition

By Faye Roberts

**B**ecoming Executive Director of the Florida Library Association is an honor and an opportunity to use my experience in a field I love. Like many librarians, I came to librarianship after working in other areas.

From a background in social work, childbirth preparation and early childhood education in Kentucky and Virginia, I began my library work in Florida. Danny Hales hired me in 1985 as a part-time Literacy Coordinator with the Suwannee River Regional Library where I later moved into public services. With Danny's encouragement and a lot of family support, I completed the M.S.L.S. degree at Florida State University in 1991. From 1994 to 2004, I was Director of the Columbia County Public Library in Lake City, leaving to join the Library Development staff of the State Library and Archives of Florida. Along the way, I've had the opportunity to work with non-profits and to manage a family business.

### Managing FLA Business

Managing the Florida Library Association is like running a small business. The task is complicated by its status as a nonprofit corporation with an annually changing board scattered by geography. FLA faces the same issues that most small businesses face. Establishing FLA's first-ever office, though, is not like starting a new small business. The experience has been more like a handoff from a skilled juggler—while multiple plates on sticks are already spinning overhead.

Former Executive Director Ruth O'Donnell is a master juggler. Ruth took on oversight of FLA, with its strong committees and many member groups, during a time of great change in the Association's management. Ruth accepted this task as an independent contractor with a directive from the Executive Board to evaluate management models for the Association's future. In appreciation for all she accomplished, FLA conveyed Lifetime Membership to her at the 2008 conference.



*FLA's new office in Lake City is located in this building.*

### Smooth Transition

Ruth's incredible energy has allowed FLA to increase its momentum over the past three years. She smoothed the transition to FLA's first office and first employed Executive Director. Her generous assistance in transferring operations to Lake City has made it possible to keep the plates spinning while simultaneously changing addresses and transferring accounts. These processes have proven to be more complicated than getting a library card ever was.

Although the official change in Executive Director took place on June 1, from April to August, Ruth and I worked together as a team. Late May and early June were busy with finding, renting and furnishing office space. June 1 was moving day. On June 2, Kelly Green came on board as FLA's part-time Administrative Assistant and Bookkeeper.

### Virtual Meetings

The summer also included an organizational meeting of the Legislative Committee and a meeting of the Executive Board. Both meetings represented a first for FLA—meetings with online participation. Virtual attendees unable to travel to the south Florida meeting locations were able to participate via the Internet. This was made possible by SEFLIN Connect, thanks to SEFLIN Executive Director Tom Sloan and staff members Charles Mayberry and Wayne Daley.

### Second Annual Unconference

FLA and the Panhandle Library Access Network (PLAN) held the second annual Unconference at the Niceville Community Center on August 8. Forty-five people participated in a day of learning and networking.

Slides and handouts provided by speakers are available on the FLA web site.

### New Projects

New projects under way for this fall include:

- Organizing four workshops for library Friends, foundations and boards. Barbara Correll, leader of FLA's Friends, Foundations and Boards member group is heading this endeavor, assisted by Claire Hauenstein who is President of the Friends of the South (Lee) County Regional Library and by Ruth O'Donnell.
- Selecting programs and making arrangements for FLA's 2009 conference to be held in Orlando May 6-8.
- Working with Lewis, Longman and Walker, P.A. to represent FLA before the Executive and Legislative branches of state government.
- With the Public Relations Committee, helping to tell the library story and to keep Florida's libraries in the news.
- With the Membership Committee, preparing for the fall membership campaign; more than ever, your membership is needed to support your library association.

Many people have helped make this transition successful. Special thanks go to Brad Ward, Executive Director of the Northeast Florida Library Information Network (NEFLIN) and Debbie Paulson, Director of the Columbia County Public Library. NEFLIN provided interim contractual management services and support staffing for FLA. Columbia County Public Library's conference room and wireless Internet access in Lake City allowed us to conduct employment interviews and connect to the world before FLA's own office was ready.

The work of the Florida Library Association is accomplished by its personal and organizational members, member groups, committees and board. Our success is possible because of your efforts. It's a privilege to work with you.



# Vampires in Florida

By Joyce Sparrow

**V**ampires are invading Florida—at least in the novels coming across my desk this year.

Building on the traditional vampire stories written by authors ranging from Bram Stoker to Ann Rice, with Victoria Holt and Phyllis A. Whitney in between (and don't forget Deborah and James Howe's *Bunnacula*), the vampire novel has now transformed from a subgenre of horror fiction into the paranormal romance genre that brings chick-lit and romance fans into the mysterious world of the supernatural.

These character-driven books are well liked by adult and young adult female readers. Consistent characteristics, including the predominance of strong, intelligent female characters, the irrationality of magic, and the willingness to believe unexplainable events, all pull the reader into a world of the unordinary.

## Phantom Pleasures

Tampa author Julie Leto's *Phantom Pleasures* (Signet Eclipse, 2008) tells the story of Alexa Chandler, a young, wealthy real estate developer who decides to transform the mysterious castle on an island off St. Augustine that she inherited from her father. The castle, relocated from Germany by a speculator,

is rumored among locals as a place where ghosts gather—it is so mysterious even birds avoid the island. From this point, the novel concentrates on Alexa's discoveries in the castle, including the handsome vampire, Damon. Although Florida history plays a



small role in the early part of the book, it loses its relevancy as the plot develops.

## La Vida Vampire

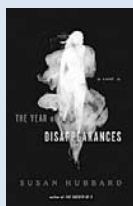
*La Vida Vampire*, a debut novel by St. Augustine writer Nancy Haddock (Berkley Publishing Group, 2008), is the tale of Francesca Marinelle, a 227 year-old



vampire who is unearthed from a crypt beneath a St. Augustine mansion. Cesca, as she is called, is adjusting to life as a twenty-first century young woman after her life story was published in the local newspaper. She works as a ghost tour guide and believes she is the only vampire in town. Curious thrill-seekers book her tours to see a real vampire. Evil-doers also gather, and the result is a puzzling mystery that allows Cesca to meet the so very handsome paranormal investigator, Deke Saber. The mysterious and historical side of St. Augustine shines in this novel.

## The Year of Disappearances

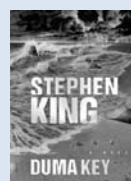
University of Central Florida English professor Susan Hubbard's *The Year of Disappearances* (Simon & Schuster, 2008) offers an environmental twist to the paranormal storyline set in Homosassa Springs as it recovers from a hurricane. The precocious fourteen-year-old protagonist Ariella Montero has known only for one year that she is a vampire. Ari lives with her mother and a friend as they wait for their home to be rebuilt. Mysterious fires and unsolved disappearances cause Ari to get



an early start on her college career at her mother's alma mater in Georgia. The plot thickens as strange events at the college link all the plot lines including national politics, environmental awareness, and, of course, romance. The waters, flora, and fauna of Homosassa are well entwined with the plot of this novel. *The Year of Disappearances* is a sequel to Hubbard's *The Society of S: A Novel* (Simon & Schuster, 2007) where Ari first learns she is a vampire and begins her quest to find her mother.

## Duma Key

On another note, I encourage all Florida fiction enthusiasts to take the time to read Stephen King's latest novel, *Duma Key* (Scribner, 2008). King's first novel set in the Sunshine State brings to life the mysteries of the Gulf of Mexico.



Edgar Freemantle leaves Minnesota for a destination in a secluded area of the Gulf coast near Sarasota for the "geographical cure" suggested by the psychologist who is treating him after a devastating construction accident resulting in a skull fracture, leg injury, and the amputation of his right arm. Whispering sea shells, overgrown putrid vines, puzzling original art work, and strong, yet damaged characters who recite random literary quotes and lyrics to each other are part of this thoughtful story.

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