Florida Libraries

FLA Florida Library Association

THE OFFICIAL JOURNAL OF THE FLORIDA LIBRARY ASSOCIATION

Volume 49, No. 1 *Spring 2006*

FLA Annual Conference and Trade Show

Buena Vista Palace Hotel • Lake Buena Vista • April 18-21

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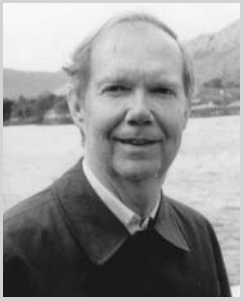
Gift for library advocacy honors Marvin Mounce

FLA recently received a generous gift in memory of Dr. Marvin Mounce from his sister-in-law, Constance Ann Mounce. A former engineer and teacher, Mrs. Mounce loves books and libraries and chose to honor her brother-in-law with a gift for library advocacy efforts.

Dr. Marvin W. Mounce graduated from Florida State University with a doctorate in library and information science. He had a long, successful career in several states. Most notably, he was head of the cataloging department at New Orleans Public Library and director of the Ingham County Public Library in Michigan. He later worked as a state library consultant in Pennsylvania and then in Florida, advising local libraries on their building programs and service programs.



In recent years Mounce served as the State Library of Florida's senior consultant advising public, academic, and special libraries on developing library consortia. In that capacity, he met with librarians in the Tampa Bay area and helped them develop the Tampa Bay Library Consortium (TBLC), which covers libraries in several of the western central Florida counties.

After retirement, he was politically active and worked on campaigns of several Democratic candidates for political office, candidates who supported libraries, education, and social service programs for children and seniors. Dr. Mounce passed away Friday, November 11, 2005.

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Volume 49, Number 1

Florida Libraries is published twice a year for the members of the Florida Library Association. It is indexed in *Library Literature*, *Wilson OmniFile*, and *EBSCO Academic Search Premier*. Articles in the fall issue of each year are refereed.

Editor
Gloria Colvin, gpcolvin@yahoo.com
Florida State University Libraries

Designer
Faye Howell, Meacham Howell Design

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State Librarian – Judith Ring

Communications Coordinator
Gloria Colvin

FLA
Executive Director – Ruth O'Donnell, flaexecutivedirector@comcast.net
FLA Office
195 Wekiva Springs Road
Suite 200
Longwood, FL 32779
http://www.flalib.org

ISSN 0046-4147
Member, Florida Magazine Association

Send articles for *Florida Libraries* to Editor Gloria Colvin, Strozier Library, Florida State University, 105 Dogwood Way, Tallahassee, FL 32306; gpcolvin@yahoo.com by January 7 for Spring issue; July 15 for Fall issue.

In Advocacy and as a Profession, We're "Better Together"

By Nancy Pike

Greetings!

It's a new day for FLA! This year is a year of vital change for the Florida Library Association. We have made several crucial decisions impacting our future as an organization. We hired our first executive director, selected a new legislative lobbyist, and replaced our long-time management firm. We voted to raise our dues after going ten years without any increase, and we just nominated a new group of directors for our Board. These changes have energized us and helped us to actively pursue our strategic agenda.

Right now we have two big projects still before us: Library Days in Tallahassee and our annual conference.

Library Days

First, on Library Days, March 27 and 28, we will advance on the State Capitol to work with our legislators to obtain more dollars for libraries. The complete package of legislative issues is outlined on the FLA Web site and is spelled out in detail for you in the Library Days mailing you have already received.

On your behalf, we have been visiting the Governor's office and the Secretary of State as well as House and Senate leaders to tell them the library story and to prepare the way for your personal visit to your elected officials in Tallahassee. I know you have been writing, e-mailing, calling and visiting your legislators at home, but now is the culmination of all our effort. Soon the legislators will be making those important budget and issues decisions.

We need to be there to let them see our numbers and to drive home the message. I will be in Tallahassee and I hope to see you there, too.

Annual Conference

The conference is coming! And we are Better Together! So you won't want to miss all the opportunities, Conference Planning Chair Mary Brown and Local Arrangements Chair Kelly Pepo have lined up inspirational speakers, leadership development sessions, author talks, a focus on future trends, ideas you can take home, plus entertaining and connection-building events.

The program variety is impressive, so be sure to take a careful look at the listings in the publication that was mailed to you. Our keynote speaker is Lew Feldstein, author of *Better Together*, a book full of successful ways to help build a stronger community; senior editor of *MAD Magazine* Joe Raiola will speak on "the joys of censorship"; and we have asked experts and authors of all sorts to share their ideas.

There will be several occasions for you to meet your colleagues from other Florida libraries and learn more about FLA - beginning with the early registration social on Tuesday night and continuing through the new member orientation and into Section meetings, roundtables, and Committee sessions. Please consider this my special invitation to you for the President's Reception at the beautiful Rosen College, just down the road from the convention center. You can expect to be greeted especially warmly here since this is the College of Hospitality Management at the University of Central Florida! We have a festive agenda planned. There is also a wine-tasting activity, at a small fee, for those who are interested!

Join us on Thursday evening at the scholarship fundraiser, where we plan to enjoy gourmet coffee and desserts. We are raising money to support students in library school and help address that impending hiring crisis. Finally, Friday is jam-packed full of so many choices that you will have a hard time deciding what to attend. We end with an author lunch featuring popular Florida author Susan McCarthy. New officers will be installed and awards presented, too.

It's a new day for FLA! We will be better together! Be there!

Nancy

Issues of *Florida Libraries* Chronicle Florida Library History

By Bernadette Storck

The journal we know as *Florida Libraries* became the official journal of the Florida Library Association by action of the Board on July 21, 1949. A brief paragraph on the cover of the thirteen-page publication reads:

- This Issue –

By Executive Board action in Tallahassee, July 21, 1949, Florida Libraries, launched by the Action Committee in July, becomes the official journal of the Florida Library Association. The present issue, edited by the Chairman of the Action Committee, will go to all members, to Library Leaders, and to a representative mailing list.

Note: The editor was Dr. Louis Shores.

- Issues to Come –

The September issue will be edited by John Bannister and will appear on the first. Tentative plans for a printed October issue, number three, are under way. That will be the last issue edited by the Action Committee. Subsequent issues will be edited by an Editor appointed by the President until a permanent editor is chosen by the Association.

Survey of State's library needs

Some of the articles in that issue sound very much like the ideas FLA deals with today. The first topic concerned a library survey. Here is the introduction:

Local Survey. Beginning October 1949 the Library Leader in any Florida county interested in county library service or the Library Leaders in any contiguous Florida counties interested in regional library service may request the Library Action Committee of the Florida Library Association to work with a local committee to survey library opportunities and needs with a view to making specific recommendations.

This article went on the explore procedures, possible outcomes and the "Ultimate"

1. Enlistment of legislators and influential citizens' support for
   (a) local appropriation;
   (b) state aid in 1951;
   (c) legislation.
2. Consider making Florida the first state with a mandatory public library law side-by-side with its compulsory school law.

How much of that was accomplished? What became of the survey? I will look in the archives soon!

Recommendations for library services

Look at this section and see how things have changed.

- Resolutions –

The Public Library Conference under the sponsorship of the Public Library Section of the Florida Library Association and the School of Library Training and Service, Florida State University, at its sessions in Tallahassee, July 20-21, 1949, wishes to go on records as

1. asking the Florida Library Association to request:
   a. The State Library Board to appoint at once a Library Extension worker.
   b. The State Librarian and the State Library Board to earmark $7000.00 per year for salary and travel for a full-time, professionally trained library extension staff member, plus half time of one secretary for library extension.
   c. The Southeastern Library Association to assist the Florida Library Association in planning a program of library extension in Florida.
   d. The School of Library Training and Service, Florida State University, to inaugurate a training course for county and regional library workers.
   e. The School of Library Training and Service, Florida State University, to set up library workshops in Florida centers with aid from the General Education Board.

How much happened?

Maybe some remember that Verna Nistendirk was the Extension Librarian from the State Library in the 1950's. She traveled all over the State of Florida and offered very practical workshops for library workers. Verna later became the Director of the Leon County Library and, among her many other services to libraries, was one of those people who helped to do all of the work for our early Library Days. She shopped for food and opened her kitchen to some willing volunteers who helped to prepare the salads, baked beans, and sandwiches.

Many who have attended Library Days over the years will remember her and also Virginia Grigg. Virginia and Charlie Grigg opened their home to those who went to Tallahassee for a fun and casual evening before. Virginia was with the State Library and she too fulfilled the Extension role.

Library Days are thirty-six years old. The FLA archives contain many records of programs, proposals, and reports. We would welcome newspaper articles and especially photographs to add to the store of history of these events. If you have any to contribute please let us know.

The files of *Florida Libraries* are almost complete. A list of missing issues will be posted soon. So FLA Members please watch the News Digest for that notice.

Bernadette Storck is Archivist for the Florida Library Association.

Early Voting Poses Challenges for Libraries

By Mimi Hershenson

In 2004, the Florida Legislature established Early Voting as a convenience to the voter. According to the new law,

> "The supervisor of elections shall allow an elector to vote early in the main or branch office of the supervisor . . . . The supervisor may also designate any city hall or permanent public library facility as Early Voting sites . . . . All Early Voting sites in a county shall be open on the same days for the same amount of time . . . . Early Voting shall begin on the 15th day before an election and end on the 2nd day before an election . . . . Early Voting shall be provided for 8 hours per weekday and 8 hours in the aggregate each weekend at each site . . . . Early Voting sites shall open no sooner than 7 a.m. and close no later than 7 p.m. on each applicable day."[1]

The first experience with Early Voting in Broward County came in August 2004, a presidential primary election. For that election, seven of the fourteen locations designated as Early Voting sites were libraries. In addition to regular open hours, access to the libraries was provided during hours that the buildings would normally have been closed, such as early mornings or Sundays. Library staff worked extra hours to accommodate this service.

"In an effort to avoid long lines at the polls, the public responded with enthusiasm to Early Voting and inundated libraries on a daily basis."

Political supporters

In the first Early Voting election, problems encountered by the libraries were primarily limited to political supporters placing signs directly on library buildings and accosting library customers as they entered the building, regardless of whether they were coming to cast a ballot or not.

According to the Broward County Code, election signs are considered temporary signs.[2] "No temporary sign shall be placed on public property or property owned or used by Broward County or any other government entity. Signs placed in violation of this provision shall be subject to removal without notice by Broward County".[3]

Library staff members were instructed to advise political supporters that political signs could not be placed on Broward County property. A person campaigning can hold a sign fifty feet from the polls. A sign can be displayed on other than county property, with the permission of the property owner, but the sign must be fifty feet away from the polls. The signs should not interfere with the public's right-of-way to access the library. Some campaign workers and voters quickly became verbally abusive and unruly. Library staff recognized the need for security to control the crowds, but none was provided for this election.

Security of voting machines

Due to the sensitive nature of the voting process, the voting machines used had to be stored and set up each day. Since the ballots cast were not to be counted until Election Day, extreme care had to be taken to ensure that no one had access to any vot-

continues on page 6

Early Voting: *continues from page 5*

ing tabulations earlier. Libraries had to provide locked and secure storage for all voting paraphernalia, including the machines.

2004 Presidential Election

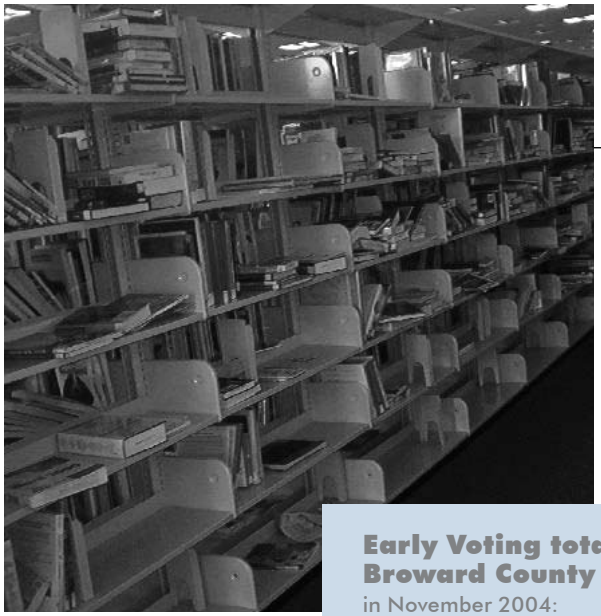
The major thrust of Early Voting in Broward County libraries was reserved for the November 2004 Presidential election. Libraries' staff had no idea what they were in for! This was the first Presidential election following Broward County's infamous "counting the ballots" in 2000.

Even though staff had identified some problems with the libraries that had been designated Early Voting sites in August such as insufficient parking, the library was not permitted by the Supervisor of Elections (SOE) to make any changes for November. The argument was that it would confuse voters. Since sites had to be provided geographically across the county, voting could not be limited to only the largest libraries or those with the most convenient meeting rooms. Voting began on October 18, 2004 and continued through November 1st. All polling locations were open to the public from 8:30 am until 6:00 pm, Monday through Friday, 10:00 am to 3:00 pm on Saturdays, and 1:00 pm to 4:00 pm on Sundays.

In an effort to avoid long lines at the polls, the public responded with enthusiasm to Early Voting and inundated libraries on a daily basis. Libraries were hard pressed to cope with the crowds, insufficient parking, and collateral damage to the collections and buildings. For example, at the Tamarac Library, a 30,000 square-foot community library, there were too few voting machines (ten for English, two for Spanish) installed. Since the lines were long and the wait interminable, voters helped themselves to library chairs, which they sat on and scooted forward as the line progressed. They grabbed books, music CDs, etc. off the shelves to entertain themselves and deposited candy wrappers, empty water bottles and snacks in the stacks and on the floor. At any given time, voters had to wait two and one-half to three hours to cast their ballot.

Since all voters in line at the close of the polls were given an opportunity to

"Libraries were hard pressed to cope with the crowds, insufficient parking, and collateral damage to the collections and buildings."



vote, on some days voting extended six hours beyond the designated closing. On October 31, 2004, for example, the Tamarac Library had a customer count of 6,215 people, which meant that there were at least 600 people in the building at all times. This created other problems. In many libraries, the air conditioning and exterior lights are on timers and controlled by computers that are off site and handled by the County's Facilities Maintenance Division. When the buildings were used beyond the anticipated schedule, there was no way for staff to make the necessary adjustments. At the Southwest Regional Library in Pembroke Pines, when Early Voting was extended to 8:00 pm on a Friday evening, library staff contacted the City of Pembroke Pines to request that the shut-off time for the air-conditioning chillers be extended. The City responded by calling the vendor. The library was subsequently charged for a service call to reset the timers.

At that same library, both the Circulation and Audiovisual section desks were answering an average of fifty phone calls an hour during the first week of Early Voting. Call volume increased during the second week! Examples of calls were "Is the line long?" "When is a good time to come?" "Can I be transferred to the Supervisor of Elections staff?" and "Do I need my voter registration card?"

Early Voting totals for Broward County Libraries
in November 2004:

African American Research Library and Cultural Center	8,251
Main Library	11,023
North Regional	9,519
Northwest Regional	15,681
Pompano Beach	8,895
Southwest Regional	20,431
Tamarac	13,846
Total	**87,646**

The library was also forced to cancel several previously scheduled programs due to a lack of parking and the large crowds in the lobby as people waited to vote.

At the Main Library in downtown Fort Lauderdale a different set of issues surfaced. A reporter, allegedly from the *New York Times*, but without any identification, wanted to photograph voters. Staff was instructed that the news media can take photographs or film at an Early Voting site, but they cannot film the screen when someone is actually voting. The media does not need a permit to film in the library; however, they must have customers sign a photo release.

Other challenges arose. County employees who worked at the Broward County Governmental Center building across the street wanted their own line since they were trying to vote during their lunch break. A television crew parked its van so that it blocked the paratransit bus stop and then compounded the problem by running its power cords through the library's entrance, thereby creating a tripping hazard. The line of people waiting to vote snaked around the first floor lobby, blocking access to both the Talking Books and Community Technology Center sections. This was an inconvenience to customers and a safety hazard.

Although the Supervisor of Elections (SOE) had indicated to all Early Voting sites that poll workers would need one-half hour daily to set up the machines and computers, in fact, the SOE staff often asked for the buildings to be open to them one hour before the start of Early Voting. This change required library staff to revise their work schedules in order to open the buildings even earlier than planned. Staff had to be at the library by 7:30 am during the week and by noon on Sundays. In Broward County, the Library Division requires that at least two people be in a building at any given time.

Library staff assisted the election effort in a variety of ways. In October 2004, once Early Voting had begun, the SOE staff found they couldn't handle the volume, so they appealed to the County for volunteer assistance. Library staff was asked to volunteer to either work in the SOE's office answering the many phone calls from the public or to assist in looking up voters in the computer and checking them in at each Early Voting site. Libraries also provided secretarial assistance. On Friday, March 4, 2005, for example, the circulation staff at the Northwest Regional Library in Coral Springs made 111 photocopies at the request of the SOE staff.

Broward County Libraries Division has successfully completed Early Voting for 2004 and 2005 elections. Staff are preparing for Elections 2006. Libraries have learned to minimize the scheduling of other programs during early voting weeks, to schedule staff to work both very early and very late hours and to remain calm and flexible no matter what happens.

On the plus side, over 87,000 voters used Broward County Libraries successfully to cast their votes for a variety of elective offices and local and state initiatives, including President of the United States. Despite some difficulties, Early Voting numbers were extremely high and the election process commenced and ended with high county-wide success.

Mimi Hershenson is Public Service Administrator for the Broward County Libraries.

Notes

1 *Florida Statutes* 2005 101.657.

2 Broward County *Code of Ordinance* 2001 Chapter 39 Article 6 Section 39-50.

3 See note 2 above.

TBLC Takes Lead in Offering Audio Books

By Diana Sachs

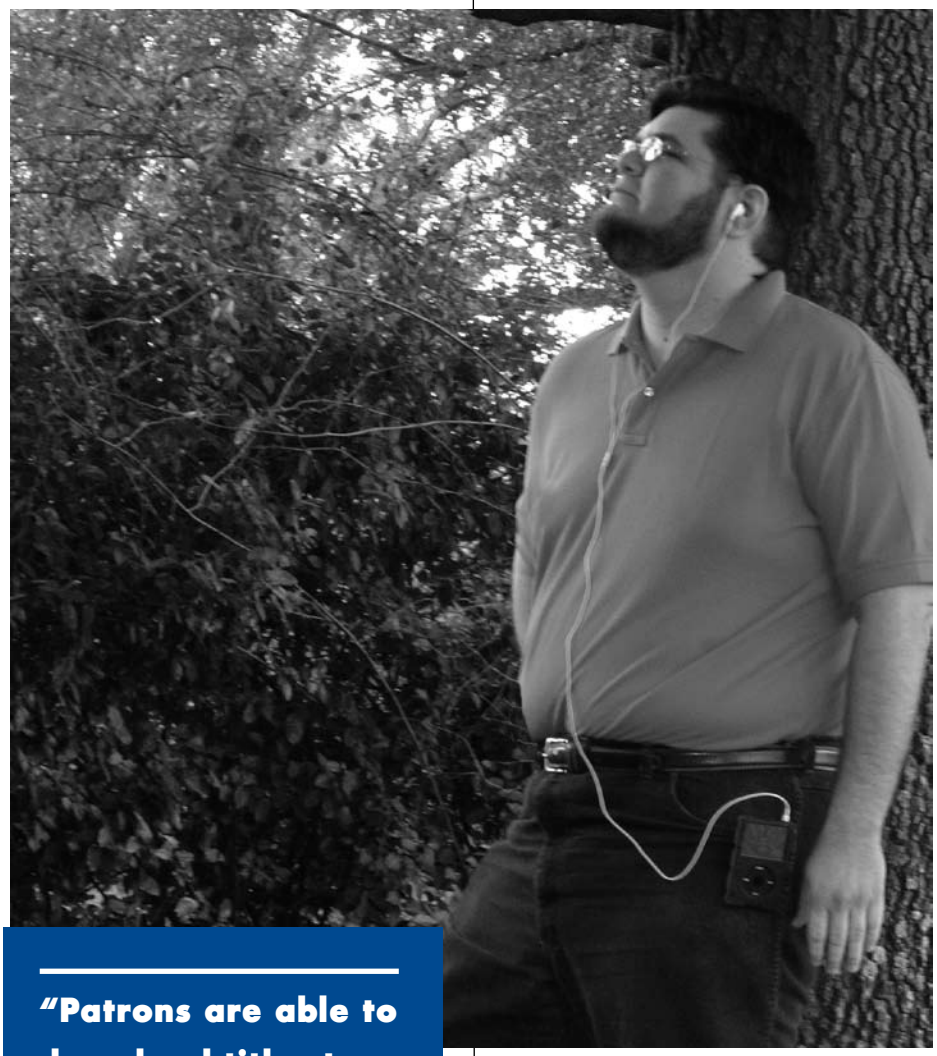
"Imagine the day when libraries had ATM machines where patrons could insert their library card, download a book and never actually step foot in the library," Dr. Bea Kovacs instructed library school students in her Collection Development class at the University of North Carolina-Greensboro. At the time, less than ten years ago, this seemed incredible. The ATM machine did not appear, but patrons can now download a book from their home computers with just a library card. Patrons are then able to download titles to many popular MP3 devices, burn them to CD, or listen from their computer.

A number of libraries in Florida have started adding downloadable audio books to their collections. In 2005, the Tampa Bay Library Consortium (TBLC) offered a group purchase opportunity for member libraries; the libraries became some of the first in Florida to offer downloadable audio books to users. Participating libraries included: Clearwater Public Library System, East Lake Community Library, Hillsborough County Public Library Cooperative, Largo Library, Manatee Community College Library, New Port Richey Public Library, Palm Harbor Library, Pasco County Library System, Safety Harbor Public Library, St. Petersburg College, and St. Petersburg Public Library System.

Audio books from OverDrive

The TBLC group purchased downloadable audio books from OverDrive, an Ohio-based company. It provided a customized user interface and tied its circulation module to each participating library's automation system. This allows users to use their library cards as a login to the system to manage holds and currently checked out materials.

All titles are currently copyrighted works and range from classics to current bestsellers. OverDrive attaches copyright protection on each title that prohibits sharing of the audio books and allows for a set checkout period. The title will automatically be deleted from a user's computer when the checkout period expires. This digital-rights management attracts many major publishing houses to OverDrive and allows for titles to be available to libraries.



"Patrons are able to download titles to many popular MP3 devices, burn them to CD or listen from their computer."

How does it work?

Users can access OverDrive titles in two ways. The first is to search their library's online catalog and find a title. The MARC record has an embedded link taking users to the page to download the title. The other method is to go directly to OverDrive books via a link on each participating library's home page and browse the collection. The collaborative page is at http://digitalbooks.

tblc.org/. OverDrive allows users to browse titles before logging in.

From the beginning steps of the process, the implementation of OverDrive was a truly collaborative process. Each library participated in the OverDrive title selection process. Several collection development meetings were held, and librarians evaluated titles from over 415 publishers and 118 subject areas to create the initial 300-title collection. Library representatives selected a largely fiction-based collection with some popular non-fiction titles, including foreign language. Titles were almost instantly added to the collection and MARC records were purchased through an OverDrive/OCLC partnership for the collection. These records were integrated into each library's online catalog.

Circulation of audio books

Participating libraries decided on the circulation policies for the consortium. It was decided that patrons could check out titles for seven days, and would be limited to four titles at a time. These titles expire after the allotted time, so users do not need to return titles. The circulation model is a one book – one user model, so users can place their names on waiting lists for in-demand titles. When a book is available, users receive an e-mail massage and have seventy-two hours to check the item out to their cart. From their cart, users can download items to CD or many portable music devices.

OverDrive provides a detailed help screen for users and librarians on frequently asked questions and technical issues that arise. They also provide e-mail support for the product with all questions being answered within twenty-four hours, if the issue cannot be resolved on the local level.

Downloading to iPods

One of the biggest technical issues is the product's incompatibility with the popular iPod. Currently, neither OverDrive nor NetLibrary (the other large downloadable audio vendor to libraries) titles can be downloaded to the popular iPod. The reason: digital rights management. Apple does not support digital rights management on .wma files, which both companies use.

While not simple, there is a solution to the iPod issue. As recently reported in the November issue of *Library Journal*, users can burn the files to CD, upload again to their PC and finally to their iPod.[1] Although the option is not ideal, it will allow books to be loaded onto iPods or other devices not listed on Microsoft's Play for Sure List (http://www.playsforsure.com/FindPortableDevices.aspx). This list of recommended devices for downloadable audio books is used by both NetLibrary and OverDrive and is linked to from the TBLC collection's main page.

Measuring Success

When the product debuted in late summer, press releases were sent out to all major outlets. The press releases were picked up in national services like Yahoo! and Google News! Further, the *St Petersburg Times* published an article on the project and usage soared.[2] In fact, it was so successful, all items were checked out almost immediately, waiting lists on the titles formed, and users could not get books! The participating libraries quickly re-grouped and added an additional sixty-plus titles to the collection, including fifty always available titles that can have unlimited simultaneous users. Now, users can always find a title available when they log in. In addition, a section on the TBLC audio books Web page was created called, "Recently Returned," which allows users to see titles recently returned that do not have a waiting list. The group will meet again in early 2006 to add additional titles to the collection.

Patron response continues to be enthusiastic. Use of the downloadable audio books is continuing to rise with over 4,434 checkouts since July 2005 by 1,695 unique users.

The top ten titles, based upon checkouts since the project went live:

1 *Must Love Dogs*
2 *City of Masks*
3 *Work Less, Make More*
4 *Death Match*
5 *The Deepest Water*
6 *25 Things to Say to the Interviewer*
7 *The Best Defense*
8 *Absolute Certainty*
9 *The Cure*
10 *The War of the Worlds*

Each year the participating libraries will be able to add to the existing titles as well as replace/ re-evaluate the fifty titles with unlimited access. This will allow the collection to continue growing. The project will open to new TBLC members in the summer of 2006.

Diana Sachs is Member Services Coordinator for Tampa Bay Library Consortium.

1 "An iPod Workaround for Audiobooks?" *Library Journal*, November 1, 2005, http://libraryjournal.com/article/CA6279947.html.

2 Grumet, Bridget Hall, "*Audio Books Fly from Shelves in Cyberspace*," *St. Petersburg Times*, September 1, 2005.

Mark your calendars

2006 Library Days
March 27-28
Tallahassee

2006 FLA Conference
April 18-21
Buena Vista Palace Hotel
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Serving Government Clients Using Library Electronic Resources

By Robert I. Davidsson

Florida librarians in the first decade of the 21st century are fortunate to have a myriad of electronic information resources that just twenty years ago were a futurist's dream. The future is now for librarians, and with it comes the challenge and opportunity to make the local library an essential community information center that meets the research needs of local business and government clients.

Electronic Business (E-Business), and its public sector clone, Electronic Government (E-Government), are widely accepted as proven means of communicating administrative policies, providing department services, and storing vital records in digital format. Government information Web sites should not be viewed as competitors to traditional libraries, but as new information resources that may be utilized by library staff for the benefit of its patrons.

What is the role of the local library in a computer age where most elected officials and government staff have the Information Highway at their fingertips? Many government agencies have qualified information technology (IT) staff, well-versed in designing and maintaining Web-based service sites. However, when it comes to locating, organizing, indexing, and disseminating written or electronic information, librarians still do it better. The information format and delivery vehicles may have changed from books sent by mail to data files sent as e-mail attachments, but the research skills and expertise that librarians possess are highly valued by government clients.

" . . . interactive communications and Web-based 'page pushing' of information directly to patrons by computer are state-of-the-art services now provided statewide by many public and academic libraries."

Florida academic librarians have used Electronic Reference (E-Reference) to provide information to students and faculty via e-mail for nearly a decade. With the implementation of "Virtual Reference" in Florida less than two years ago, interactive communications and Web-based "page pushing" of information directly to patrons by computer are state-of-the-art services now provided statewide in many public and academic libraries from Pensacola to Key West. [1]

Libraries can use E-Reference, subscription databases, and Web-based information services to serve a library's special clients in local government for the benefit of both the library and public sector staff. The Palm Beach County Library System has developed a service to proactively distribute information electronically to the 9,000 employees of Palm Beach County government.

Government Information Research Service

Palm Beach County (PBC) is a geographical area larger than the states of Delaware or Rhode Island. It extends from the Town of Jupiter south to Boca Raton and west to Belle Glade. Serving county, municipal, and special district government clients in a library district extending from the Atlantic Ocean to Lake Okeechobee makes the use of electronic communications and document delivery a necessity.

The Palm Beach County Library System (PBCLS), a dependent special district created by the Florida Legislature, recognized the need to establish a closer library-client relationship with government agencies and staff located within its service area in 1988 when it financed one FTE librarian and created a "Government Information Service" section. As this section began offering research services in 1989, electronic information consisted of slow, dial-access communications with subscription databases such as DIALOG, LEXIS/NEXIS and the Local Government Information Network (LOGIN). [2]

By the early 1990s, document delivery was provided primarily through a county inter-office mail service, aided by a new

telecommunications innovation – FAX. PBCLS's first venture on the new "Internet" was an information site on the Southeast Florida Library Information Network (SEFLIN) Free-Net. In 1997, the Library System launched its own Web-based "home page," which featured an online "Government Research" site specifically designed with government users in mind. It was operated by the renamed "Government Research Service" (GRS) section, which now consisted of two FTE librarians.

Web-based information

The Information Highway opened new opportunities to reach government clients and library patrons in need of county, state, or federal resources. For example, the GRS Section's bi-monthly "Update" newsletter, a guide to library services for government staff, was converted from print to digital format and displayed on the "Government Research" Web site. This allowed remote computer access by both public sector government clients and the general public. Archival issues of the newsletter also were made accessible on the information site.

Other Web-based options added to the "Government Research" information site include an online Palm Beach County "Local Documents Collection Index" with links to local electronic documents and vital records, a digital "New Books of Interest to Government" bibliography that features direct links to the Library System's automated catalog, an electronic "E-Maps Index" linking area Geographic Information Systems (GIS) digital resources, and a "Gubernamental Informacion" Web page in Spanish designed to help Hispanic patrons locate online government resources.

Electronic Reference (E-Reference) made its debut with the PBC Library System as Q&A Service Web forms linked to the library's home page. The PBCLS Main Library Research Center staff provides general E-Reference service to the public via e-mail, while GRS staff targets government clients needing documents or demographic information through a Q&A E-Reference option on the "Government Research" Web page. The official Palm Beach County Government Web site also features a "Library – Government Research" option which allows its users to forward information requests directly to the Library System's GRS Section by e-mail.

The "Weekly E-Report"

While Web sites featuring E-Reference services are useful library electronic resources to both specialized clients and the general public, they are passive by design. They do not reach out to clients, but instead rely on the user to access the service. The GRS Section offers an online service to actively anticipate and inform government clients of Library System resources and services known as the "Weekly E-Report of New Studies @ The PBC Library."

The concept of the "Weekly E-Report" is a melding of traditional library services with E-Reference. Creating print bibliographies for targeted patron groups is a tried-and-true service of libraries. The GRS staff draws on this concept to create weekly digital bibliographies consisting of abstracts of library documents, reports, and studies of interest to local government agencies. Professional association listservs served as useful models in the development of e-mail lists for this project.

The dissemination of information (SDI) vehicle used for the "Weekly E-Report" is an e-mail server (Outlook Express). Group e-mail lists of targeted government client agencies and staff are recipients of the digital serial. The seven group e-mail lists used to reach these special library clients are entitled; County Departments, Municipalities, School District Divisions, Special Districts & Tax-Supported Organizations, Government Staff (by request), and the Legislative Delegation.

The GRS Section uses a direct telecommunications link to the Board of County Commissioners hearing room to monitor commission meetings, MPO public hearings, zoning board sessions, and other local government public gatherings. Librarians use their knowledge of document collection holdings and library electronic resources to proactively meet the information needs for issues raised at these meetings. Useful library documents are either forwarded directly to agencies in digital or print format, or listed in future editions of the "Weekly E-Report."

Government clients receiving the "Weekly E-Report" have the option of requesting library documents appearing in the online periodical through e-mail messages sent to the GRS Section or by phone or FAX. If the library documents are available in electronic format, they may be sent to the client as e-mail attachments. Scan-

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Palm Beach County Library System Information sites for special interest clients

The GRS "Government Research" Web site
http://www.pbclibrary.org/grs.htm

Legal Research @ Your Library
http://www.pbclibrary.org/legal.htm

Genealogy Research @ Your Library
http://www.pbclibrary.org/genealogy.htm

Community Health Information Service (CHIS)
http://www.pbclibrary.org/chis.htm

Serving Government Clients: *continues from page 11*

ning of print information is also available and is occasionally used in lieu of a facsimile transmission or document delivery by inter-office mail.

The "Weekly E-Report" also is used by the GRS staff to notify government clients of new "Public Review" legal documents displayed in the library and to promote the Library System's online Web sites, subscription databases, and other special services accessible to remote clients by computer. For example, in addition to appearing as an information source on the "Government Research" Web site, the Library System's "Update" newsletter is distributed bi-monthly by group e-mail as a Web-link on the "Weekly E-Report".

Barriers

New Web-based services offered by librarians through the Information Highway face a gauntlet of computer hackers and subterranean designers of software bugs, viruses, and other unwanted E-critters found in Cyberspace. The precautions taken by remote access library clients to protect their computers also may serve as barriers to electronic dissemination of information.

Computer firewalls and anti-virus software applications used by government agencies to protect their information sites and digital records systems may restrict the delivery of outside e-mail information, and in some cases prohibit access to library E-Reference services. Occasionally, it is necessary to notify remote users of library electronic services in advance of forthcoming document deliveries to their computers.

Likewise, government agency Webmasters often place incoming e-mail into "catch" files to protect their information systems from viruses. Library information providers may find it necessary to contact the IT guardians of the government agency data systems and arrange real-time delivery of E-Reference information.

Measures of success

Barriers to new electronic services can be surmounted, and the rewards to libraries willing to reach out to their special government clients far outweigh the problems. The influence, power, and goodwill generated by a single library document in the halls of local government should not be underestimated. A local demographic survey, with the library's logo and contact information clearly imprinted on the cover, may find its way into government agency grant applications, environmental studies, comprehensive planning reports, or even an annual budget.

For example, an archived 2001 City of Milwaukee report about "Property-Flipping," recently listed on the "Weekly E-Report," was requested by four Palm Beach County government agencies. The document made the library a key player and information provider to government staff involved with housing issues in the community.

Monitoring monthly demand for documents profiled in the "Weekly E-Report" by targeted government clients is a useful measurement of its success. During Fiscal Year 2005, the electronic bibliography generated a total of 1,136 document requests from local government staff. Since its inception in January 2003, GRS Section librarians have received an average of eighty-five requests per month for listed "Weekly E-Report" documents. Document requests from government clients increased from 376 during its first year of service in 2003 to 858 documents distributed in 2004.

The success of the "Weekly E-Report" led to an informational spin-off for the PBC Library System's users of its family history collection in January 2005. The new "Genealogy E-Report @ The PBC Library System" newsletter is distributed monthly by group e-mail to Palm Beach County genealogy and local history organizations.

Library documents collections are gold mines of useful demographic, historical, educational, and economic information. Librarians are aware of their value, but many government users of library services are not. The challenge for librarians is to proactively make document archives available to potential clients. The ongoing transition from print to digital government documents by the U.S. Superintendent of Documents and by government agencies at the state and local levels is expediting dissemination of information through electronic delivery to clients.

The 2004 "Taxpayer Return on Investment in Florida Public Libraries Summary Report," prepared for the State Library and Archives of Florida, revealed a total of 9 percent of employed users of public libraries work for government agencies. Library staff may assist these public sector clients by reducing their research time and project expenses, increasing their productivity, and improving the quality of their work. [3]

In summary, remember that government clients include elected commissioners and agency administrators who often determine library budgets. Bridging the "Digital Divide" between false perceptions of low-tech, outdated library services and the new reality of libraries as information centers serving their communities' needs in all communication formats, is essential for librarians in the 21st century.

"The GRS section offers an online service to anticipate and inform government clients of Library System resources and services."

Bob Davidsson is the Librarian III/Supervisor of the Palm Beach County Library System's Government Research Service (GRS) Section since 1992.

Mock Disaster at Stetson Law Library Prepares Staff for a Real One

By Cathy Rentschler and Pamela Burdett

"One of the sprinkler heads behind the Circulation Desk has just malfunctioned and water is gushing out at the rate of more than eight gallons per minute. What do you do?"

When Reference Librarian Pamela Burdett asked this question during a Stetson Law Library mock disaster on August 12, 2005, three staff members immediately jumped up and ran to the drawer where disaster supplies are kept. Pulling on plastic goggles to protect their eyes from the force of the rushing water, they ran to the Circulation Department and began throwing a plastic tarp over the shelves of books and videos that were underneath the sprinkler.

The volunteers immediately learned two important lessons: it helps to be tall, and nothing should be lying on top of the bookshelves. If this had been a real emergency, dragging the tarp across the shelves could have brought an old keyboard tray and other heavy items down on one responder's head. By this time, other staff members had arrived to observe. When the original volunteers began yelling for help, others pitched in. The volunteers managed to cover the books within five minutes time. However, by that time there already would have been forty gallons of water on the floor. Another lesson learned: every minute counts, so knowing instinctively what to do is crucial.

Preservation training

The Law Library mock disaster was an outgrowth of Burdett's recent professional development activities. With the encouragement of Madison Mosley, the late director of the Law Library, Burdett applied for, and received, a National Endowment for the Humanities scholarship to attend the Preservation Management Institute of Rutgers University School of Communication, Information, and Library Studies.

The Preservation Management Institute (PMI) is designed to give those responsible for collection care grounding in the range

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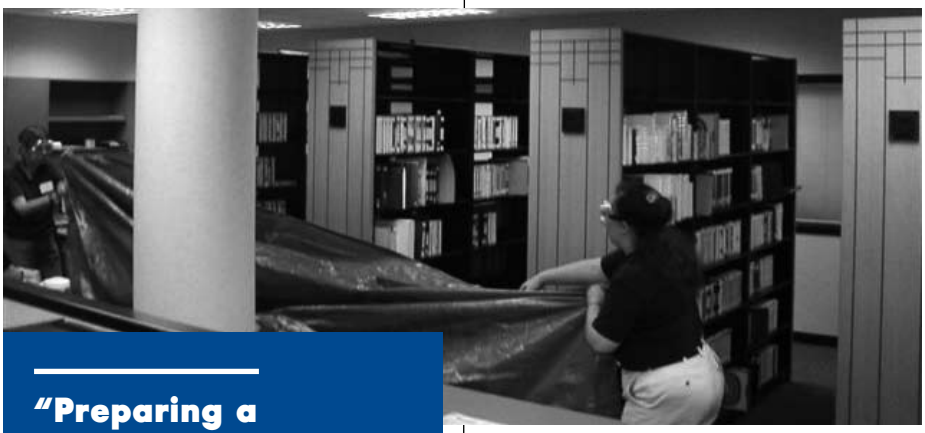

"Preparing a complete disaster plan is a lot of work . . . but it is one of the most important things a library can do to protect its collection and its employees."

Mock disaster at Stetson Law Library: *continues from page 15*

of preservation issues, technologies, and management strategies to advance a preservation program. PMI combines classroom learning with guided assignments in a series of three week-long sessions at the Rutgers Conference Center in central New Jersey. As part of the work for this Institute, attendees conduct a survey of their institutions, develop recommendations for improvements, draft a disaster plan, and develop components of a preservation plan. Attendees get individual feedback on these documents so that at the end of the Institute the plans are ready to be implemented by one's institution.

Stetson University Law Library

Stetson University's Law Library is located in Gulfport on Florida's west coast with a branch at the satellite campus in downtown Tampa. Libraries on both campuses support the law school curriculum and faculty, staff, and court research with a combined collection of more than 390,000 volumes and legal research databases. The libraries' location on the Gulf coast makes them particularly vulnerable to hurricanes, so disaster prevention and recovery planning is essential.

Mock disaster

Upon returning from the Preservation Management Institute, Burdett initiated a number of practices recommended by preservation experts and shared some of what she had learned with the Law Library staff by planning a half-day mock disaster at the College's Gulfport campus. To prepare the staff, she distributed guidelines on how various types of damaged materials should be handled. Each staff member was asked to bring either a roll of paper towels or waxed paper and to wear old clothes on the day of the event.

Burdett planned a variety of activities. The Gulfport Fire Department came to demonstrate the proper use of fire extinguishers, and each staff member had the chance to try to extinguish a small fire in a metal container in the parking lot. Stetson Chief of Public Safety Don Howard showed a video demonstrating the use of an automated external defibrillator (AED) and answered questions about safety and campus policies. As Chief Howard pointed out, sometimes it is just as important to know when to do nothing.

Handling damaged materials

The most difficult assignment for Law Library staff members was also the most interesting one. Burdett had taken a variety of withdrawn library materials (books, photographs, microfilm, videos, computer disks, etc.) and had subjected them to the conditions that might occur during a disaster. Since hurricanes are one of the most likely types of disasters to occur in Florida, most of the materials were wet to varying degrees. Some items were muddy, others infested with bugs, and some stuck together. The staff was divided into three teams, and each team had to triage the damaged mate-

rials, based on the guidelines they received beforehand. Items that were damaged beyond hope had to be discarded. Other items had to be wrapped in waxed paper for immediate freeze-drying. Still others had to be submerged in clean water. As each team finished, Burdett checked the decisions the team had made.

Disaster recovery preparations

In addition to the mock disaster activity, other ideas from the Preservation Management Institute have been incorporated into the operation of the Stetson Law Library. An emergency list of staff members with names, addresses, telephone numbers, and hurricane evacuation zones was created and distributed to all staff. A disaster recovery kit containing disposable rubber gloves, plastic goggles, and plastic sheeting was assembled and stored in a clearly labeled location in the library. A working draft of a disaster plan has been written and is likely to be implemented in the near future.

Preparing a complete disaster plan is a lot of work, and librarians may think that they don't have time right now to create one. But it is one of the most important things a library can do to protect its collection and its employees. Try breaking the job up into sections and assign them to various staff members. If the library has particularly valuable materials, start thinking about how you can protect them in case of a known emergency such as a hurricane. If plastic sheeting can protect those rare maps, buy it now! If nothing else, at least prepare an emergency list of staff members with telephone numbers and distribute it to everyone. Identify the person or persons who will be in charge in case of an emergency.

One of the most heartbreaking sights for any library staff member is damaged materials. It is somewhat comforting to know that Stetson Law Library staff members are now better prepared to protect the items in the Library's collection.

Cathy Rentschler is Catalog Librarian at the Stetson University College of Law Library. Pamela Burdett is Assistant Librarian for Public Services at Stetson University College of Law Library.

Disaster Web Resources

State Library and Archives of Florida
http://dlis.dos.state.fl.us/disasterrecovery/
The disaster recovery page of the State Library and Archives of Florida, intended to address materials damaged by hurricanes or storms. It includes an excellent resource list of vendors.

Florida Bureau of Archives and Records Management
http://dlis.dos.state.fl.us/barm/preservation/conservation/
Preservation tips from the Bureau of Archives and Records Management, which is part of the Florida Dept. of State's Division of Library and Information Services. Covers ways to protect books, videos, floppy disks, family photographs and papers, etc. Also provides links to other sites such as the Northeast Document Conservation Center.

SOLINET
http://www.solinet.net/Disaster_templ.cfm?doc_id=3782
Disaster mitigation and recovery resources from SOLINET. Contains numerous links to specific information about mold, wet materials, Library of Congress emergency drying procedures, saving family treasures, etc. One link, "Wet Collection Recovery," leads to a page from the National Park Service Harpers Ferry Center, an unexpected resource. The Harpers Ferry site contains a two-page PDF document on salvaging wet books, documents and photographs. Safety tips, a list of supplies, and directions for air-drying and for freezing are covered.

Conservation Center for Art and Historic Artifacts (CCAHA)
http://www.ccaha.org/pdf/SalvageBooks--SMALL.pdf
Link to a six page leaflet, "Disaster Recovery - Salvaging Books." This leaflet from the Conservation Center for Art and Historic Artifacts (CCAHA) reviews options for drying wet books. Philadelphia-based CCAHA is a nonprofit organization that has grown to be one of the largest regional conservation laboratories in the U.S.

http://www.ccaha.org/emergency_resource.php
Link to the "Mid-Atlantic Resource Guide for Disaster Preparedness" (44 pages), also from the CCCAHA. The guide is partially subsidized through funding from the National Endowment for the Humanities. It includes a list of national and regional resources, service providers by category, and emergency supply & equipment vendors arranged by name of item (i.e., fans, fishing line, freezer paper). Page 25 of the guide contains a suggested list of supplies and equipment to have on hand.

Northeast Document Conservation Center
http://www.nedcc.org/news/hurricane.htm
Provides links to programs offering technical disaster-recovery assistance, government assistance programs, and print and Web-based hurricane-recovery information.

Library of Congress
http://www.loc.gov/preserv/pubsemer.html
Library of Congress Preservation Directorate provides links to publications on emergency preparedness and response.

Marketing the Proprietary College Library

By Paula Halpin

A recent trend in higher education is the growth of proprietary, for-profit colleges. The for-profit college setting has both similarities and differences compared with other higher educational institutions.

Much like a community college, proprietary colleges (career, allied health, and technical) have diverse student populations. For the purpose of this article, the proprietary colleges referred to are those without regional accreditation. In these types of institutions, many of the students are older and looking for a second career; some have never attended college before and are trying to start a new life for themselves. In addition, there are younger students, just out of high school. There are also those students solely looking for a vocational degree, not for a liberal arts education as is typical in a university setting. Libraries at proprietary colleges must serve all of these types of students

A review of the library literature indicates that there has not been a lot written on proprietary colleges in regards to library services. Most of these institutions employ one or more professionals with an ALA-accredited library degree and offer some library services. With the number of proprietary colleges increasing, it is important to explore this important trend of higher education.

According to Kathleen F. Kelly in an article entitled "Meeting Needs and Making Profits: The Rise of For-Profit Degree-Granting Institutions," research shows a great increase in the number of proprietary schools and enrollment.

Over the past decade, there has been a 78% increase in the number of two-year institutions and a 266% increase in the number of four-year institutions. During this period, enrollment in for-profit degree-granting institutions grew by 59%, to roughly 365,000 students. Nationwide, for-profit institutions' share of the two-year college market grew from 19% to 28% over the past decade, and from 3% of the four-year college market to just over 8%.[1]

Proprietary Colleges in Florida

In Florida, there are approximately seven hundred independent proprietary colleges and branches ranging from bartending schools to bachelor-degree granting institutions serving students in many areas of the state.[2] The national organization ACICS (Accrediting Council for Independent Colleges and Schools) accredits sixty proprietary colleges and branches in Florida.[3]

Webster College is one such ACICS-accredited school with campuses located in Pasco County and Ocala, Florida. Webster College is operated by Rasmussen College, Inc. which owns the regionally accredited five-campus Rasmussen College in Minnesota and the two-campus Aakers College in North Dakota. Both Florida campuses offer Bachelors degrees in business administration, Associates degrees in the fields of computer technology, medical assisting, and criminal justice, and diploma programs in practical nursing and accounting. The Pasco County campus has approximately 350 students and the Ocala campus enrollment is around 450. Each of the Webster College campuses employs a professional librarian.

Webster College- Pasco Campus Library

At the Pasco County campus of Webster College, a variety of marketing strategies, including some that are unconventional, are used to encourage library use. The first step was to make clear what services the library offered or would like offered in the future. The librarian informally interviewed students asking them what type of services and resources they would like to see. Although some ideas could not be met (adding Playboy magazine to the periodical holdings, for example), it helped to understand what was needed. Many students wanted a comfortable area to read, more tables and work areas, updated materials, additional computer workstations, the ability to interlibrary loan, the ability to view the library's holdings on the computers, and an online library. Students had some wonderful suggestions about materials to add to the library's holdings, such as the periodicals *Black Enterprise* and *Windows IT Pro*, ad-

Study area in the Webster College library on the Pasco County campus.

ditional works of Greek drama, and more in-depth and recent books on information technology, software, and hardware.

In order to begin promoting use of the library, it was necessary to make some adjustments to the library's layout. This was very difficult due to a lack of funding. Using the "scavenger hunt" approach, the librarian located furniture and resources the school already owned, created a periodical reading area, and added twelve seating areas and two tables. A blueprint and a list of furniture and computer workstations needed for the library were created and given to the administration. This request is still in the review process.

Librarian-Student Relationships

The most effective marketing strategy employed was getting to know the students and relating to them. When a librarian is friendly, students are encouraged to come in and ask reference questions. It doesn't take long for word of mouth to spread that the librarian can be a great resource and help to them. Even if students just drop by to say hello, at least they are coming into the library, which is a huge step in the right direction. On a small campus, it is much easier to reach all of the students. At the Pasco County campus, in the year-and-a-half tenure of the librarian, library-use statistics tripled. Using sampling methods, the librarian found that approximately seventy-five students per day were using the library, and the number of reference questions averaged fifteen per day.

Development of Online Library

With the onset of online classes starting in summer of 2005, an online library is not just a want, but a necessity. Librarians at both the Ocala and Pasco County campuses have been working on designing and developing an online library. Using research, forecasted and current needs, they determined what types of services and resources need to be available to the students. This includes e-mail and online chat, interlibrary loan, a catalog of library materials (showing both campuses holdings), links to the libraries' Gale and Proquest databases, Web guides by subject, library policies, listing of other libraries in the area, and PowerPoint presentations on many library-related subjects. This online library would provide access to the library 24-7, not just for online students, but for on-campus students as well. It will also serve as an additional marketing tool where students can consult the Web page to learn about new additions to the collections or schedule a personal bibliographic instruction session. Plans are for this online library to be launched in early 2006.

Campus Involvement

Another huge marketing strategy was having the librarian act as faculty advisor for the school's student organization, the Student Ambassadors Club. Librarians at both campuses oversee the Student Ambassadors Club at their respective campuses. At the Pasco campus, the club members hold meetings bi-weekly in the library and also store all club documents at the library desk. In addition, any events, contests, or other club promotions are automatically linked with the library through publicity. One event was a "design a bookmark" contest, in which the students got to keep their laminated bookmarks. This promoted reading and library use.

Library Atmosphere

At the Pasco campus, many other marketing tactics are used to promote the library. Periodically, flyers are made highlighting new books purchased. These are displayed in the student lounge with both the title and call number of the book. In addition, newer books are displayed above the bookshelves to advertise the latest materials. The library is decorated with bright posters to offer a fun and relaxed environment. The plans for the updated library include décor such as table lamps, new carpet, modular furniture, and increased computer workstations (from six currently to twelve). Library staff allows food and drinks within reason, which also encourages student usage. Additionally, the library houses the Career Services job board, and various school-related brochures and publications.

The most popular marketing tool used is a candy display. The library purchases lollipops in bulk and is now known as the place to get candy. Students constantly come in to get candy, and that way they get exposed to the library and the services it provides. Every time they come in it gives the librarian a chance to conduct a refer-

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Marketing the Proprietary College Library: *continues from page 17*

ence interview, ask them how their classes are going, or show them all the great periodicals available. Librarians also encourage students to pick up a bookmark highlighting the Florida Electronic library or the vibrant "Get Graphic" anime bookmarks from ALA.

Being a small library (1,000 sq. ft.), there really is no quiet area or any way to have complete silence. Due to this, study groups, discussion groups, and even classes are encouraged to use the library, which increases usage statistics. One of the goals is to purchase private study carrels and headphones and designate one corner of the library as a "study area" for those who need quiet. But for now, if the library were to enact a "no-noise" policy, it would adversely affect most of the library users who routinely meet or ask class-related questions of one another.

Library Presentations

Another way the library's services are marketed is through various classroom presentations. During new student orientation, the librarian gives the students a brief introduction to the library. This introduction is continued approximately two weeks into the start of the quarter when they receive a formal PowerPoint and Internet presentation on library services and research Web sites. Additionally, they are given subject-guided presentations (medical, business, information technology, etc.) covering online databases, Web resources by subject, and the Florida Electronic library.

Faculty Connections

A major way to reach students is through the faculty. If the library is set up to help faculty members and to receive their input on book selections, they are more likely to promote the library to their students. With this in mind, the Webster College librarians attend every monthly faculty meeting. Faculty members are constantly encouraged to make selections for the library collection. In addition, the Ocala campus librarian designed a brochure that demonstrates all library services available for faculty members.

"As more proprietary college campuses are opening their doors, there is a great opportunity for librarians to reach out to these diverse students and truly make a difference in their school experiences."

Hosting Activities

Both Webster College campuses are unique in the fact that they have a textbook loaning program rather than having their students purchase textbooks. This program is housed through the libraries, and library staff circulates textbooks to students quarterly. All students must come to the library to receive their textbooks. This gives them a chance to browse the shelves and periodicals and get a little more familiar with the library. While standing in line with their textbook, some students will ask questions relating to library hours or services or ask for specific titles of books. This is just one more way students are introduced to the services the libraries provide.

One last way the Pasco Campus library markets its services is by being the collection area for the college's newsletter and trivia contests. This way whenever staff, faculty, or students have newsletter submissions, they come to the library to give the materials to the librarian. Students also have to visit the library in order to answer answers to various trivia questions to receive prizes.

There are many creative and unconventional ways that librarians, especially those in smaller types of libraries, can market their libraries. The Webster College experience indicates that using various forms of marketing initiatives is the best way to reach all library users. This includes technology-centered ideas (such as an online library or using instant messaging to communicate) as well as tried and true methods (luring in patrons with programs, activities, or food). As more proprietary college campuses are opening their doors, there is a great opportunity for librarians to reach out to these diverse students and truly make a difference in their school experiences. It's important that librarians, especially in this environment, strive to constantly market their libraries and services. It only takes one "thank you," hug, or A on a student's paper to realize how much they are needed and appreciated.

Paula Halpin is former library director of Webster College's Pasco County campus. She is now working as the solo librarian at Keiser College's newly opened Tampa campus.

Notes

1 Kathleen F. Kelly, "Meeting Needs and Making Profits: The Rise of For-Profit Degree-Granting Institutions," Education Commission of the States. July 2001 http://www.ecs.org/clearinghouse/27/33/2733.htm

2 "Directory of Independent Institutions," Commission for Independent Education. Florida Department of Education. http://www.firn.edu/doe/cie/institutions.htm.

3 "ACICS-Accredited Institutions," Accrediting Council for Independent Colleges and Schools. http://www.acics.org.

2006 FLA Annual Conference Preview

Which of the following would best describe your reasons for attending a professional conference?

a. Continuing education opportunities
b. Visits with vendors to learn about new products
c. Networking opportunities
d. Energizing discussions and programs
e. Fun, food, and friends
f. All of the above

Regardless of your answer, there are plenty of good reasons to attend this year's FLA Annual Conference and Trade Show at the Buena Vista Palace Hotel in Lake Buena Vista from April 18-21. The following descriptions are a sampling of programs and events scheduled for the conference.

Continuing Education

Learn new skills or hear about the latest in resources, practices, trends, and new technologies in a variety of settings.

Born to Lead?

Tuesday, April 18 1:00 – 5:00 p.m.

Sponsor: Leadership Development Committee

Join Dr. Camila Alire, Dean of Library Services, University of New Mexico and President of the Association for College and Research Libraries, for this exciting interactive pre-conference designed for library professionals and other library staff ready to assume leadership roles and for seasoned library professionals who want to reinforce their leadership skills.

Fiesta De la Familia: A Preconference on Library Services for Spanish Speaking Families.

Tuesday, April 18 10:00 a.m. – 5:00 p.m.

Sponsor: Outreach and Special Services Interest Group

Discover how to attract Spanish-speakers into your libraries through "Family, Food and Fun." Keynote speakers will be the nationally recognized authors Lucía M. González and Jose-Luis Orozco. Orozco will show how to make learning fun through traditional and contemporary songs in English and Spanish. A panel of practitioners and publishers will share how to develop collections for parents and their children. Join us to gain teaching tools for basic literacy skills for children. Funded in part by a grant from WebJunction.

Functional Shift: New Library Services in a Changing Library World

Wednesday, April 19 1:30 – 3:00 p.m.

Sponsor: Academic Libraries Section

Carla Stoffle, Dean of Libraries at University of Arizona, will discuss the seismic shift in the ways academic libraries are used and the ways in which libraries are changing to meet this challenge.

Innovative Public Library Service Programs

Wednesday, April 19 1:30 – 3:00 p.m.

Sponsor: Network & Consortia Users Group

Technology is bringing innovation to libraries almost faster than we can implement it! Learn how public library systems in Orange and Osceola Counties are using the latest innovations to improve service and staff efficiency.

Seniors in Cyberspace

Wednesday, April 19 3:30 – 5:00 p.m.

Sponsor: Technology Training Interest Group

This program will focus on practical tips for providing computer training to senior patrons in public libraries. Speakers Carol Bean, Ginny Howerton and Kate Todd will discuss presentation techniques, lesson plans and teaching guides. The audience is encouraged to bring success stories, questions, and cautionary tales for sharing.

USGS Revealed

Wednesday, April 19 3:30-5:00 p.m.

Sponsor: Special & Institutional Libraries Section

Staff from the U.S. Geological Service will provide information specialists with a broad understanding of USGS resources, including where they are available and how to get them. Discussion will focus on five topics highlighting USGS scientific research and collaborative efforts with multiple local and regional resource management entities: National Water Inventory System, coastal impacts of hurricanes, Tampa Bay Study, South Florida Information Access Web site, and other USHGS Web resources.

Creating Synergy Within Your Community and Staff

Thursday, April 20 8:00 – 9:30 a.m.

Sponsor: Information Literacy Interest Group

Ruth Edwards and Linda Hayes Gallegos from Winter Park Public Library's Lifelong Learning Institute will lead this session. Discover methods of drawing your community and staff to programs and training. Explore using focus groups, class evaluations, and other strategies to encourage participation from your community and internal collaboration among your staff. Gallegos will also offer advice on teaching basic Spanish language to your staff.

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Annual Conference Preview: *continues from page 19*

Libraries: Homeless Refuge and Resource
Thursday, April 20 10:30 a.m. – Noon
Sponsors: Outreach and Special Services Interest Group & Public Libraries Section

Two experts from the Fort Lauderdale Homeless Outreach Team – a police officer and a social worker – will discuss the causes of homelessness, why and how the homeless use the library as a refuge, and how you can help.

Virtual Reference Sources
Thursday, April 20 10:30 a.m. – Noon, 1:30 – 3:00 p.m.
Sponsor: Library Paraprofessional Interest Group

This is a two-part, hands-on program where you can learn about and improve your skills in using electronic reference resources that are freely available on the Web. Pre-registration is required.

Let's Provide a Chat Service that They Want! A Focus on Teens to Twenty-Somethings.
Thursday, April 20 1:30 – 3:00 p.m.
Sponsor: Telephone, Email, & Chat Reference Services Interest Group

Joe Thompson, Project Coordinator: of Maryland AskUsNow!, will focus on the required skills for successfully providing live chat services to the largest user group of chat services, middle and high school students and college undergraduates. Maryland AskUsNow! Is the 24/7 statewide virtual reference service provided by a cooperative of public, academic, and special libraries for residents and students of Maryland.

Read and Write Around Florida: Book Discussion Programs for Adult Literacy, Family Literacy and English
Thursday, April 20 1:30 – 3:00 p.m.
Sponsor: Outreach and Special Services Interest Group

Learn how to use picture books and short stories in book discussion programs to support adult literacy, family literacy, and English language learners. Partner with adult education providers to attract new library customers. Explore how to use Florida's rich photographic history at www.floridamemory.com to provide writing practice for adult new learners. Roberta Reiss with the Collier County Public Library Literacy program and Susan Buchanan with the Brevard County Public Library Literacy program will showcase the new Florida model for discussions.

The Why and How of Library Foundations
Thursday, April 20 2:00 – 3:30 p.m.
Sponsor: Friends and Trustees Section

Many of Florida's public libraries are considering starting a foundation; others have already done so. Foundation members and an accountant will provide information on reasons for forming a foundation for your library, tips for handling filing and tax exemption, and ways to end up with a successful fundraising arm.

RFID: Public Service Issues
Thursday, April 20 3:30 – 5:00 p.m.
Sponsor: Public Libraries Section

Radio Frequency Identification (RFID) has major implications for public services in libraries of all types. Representatives of RFID vendors will discuss public service considerations for choosing and implementing RFID systems and library managers will provide a user's perspective on making the switch to RFID.

Talking With Vendors

More than seventy vendors, ranging from book publishers to furniture companies to providers of electronic databases, will be exhibiting at the FLA conference. Exhibits will open at 11:30 on Wednesday, April 19 and will continue through 4:00 on Thursday, April 20. For a list of vendors exhibiting at the conference, check the FLA Web site at http://www.onlinefloorplan.com/fla06/INDEX.htm.

Networking Opportunities

In addition to plenty of opportunities for informal networking, the conference will have a number of sessions in which attendees can talk with others who have similar interests, as well as sessions where they can learn how to become more involved in FLA.

New Members Orientation
Wednesday, April 19 8:00 – 9:30 a.m.
Sponsor: New Members Roundtable

Are you new to FLA? Come in and learn all about the organization and the conference while meeting other "newbies." Roundtable members and FLA officers will discuss the options for being active in FLA.

SULIG Overview: Update & Discussion
Thursday, April 20, 2006 3:30-5:00 p.m.
Sponsor: State University Libraries Interest Group

The meeting affords an opportunity for librarians in the State University Libraries (SUL), as well as others who are interested, to hear updates from FCLA staff and CSUL committee chairs on new projects planned and progress on existing ones. Also presents an opportunity for attendees to ask questions of the presenters. The reports will be preceded by a very brief business meeting to elect officers for next year.

Ask A Librarian User Forum
Wednesday, April 19 1:30 – 3:30 p.m.
Sponsor: LINCC User Group

A panel of Florida librarians will discuss the statewide Ask a Librarian service, with emphasis on best practices, maximizing the service's benefit to patrons, and staffing implications.

Roundtable Discussions
Wednesday, April 19 3:30 – 5:00 p.m.
Sponsor: Continuing Education Committee

Join roundtable discussions of hot topics and new trends and develop.m.ents in the library world. This is an opportunity to expand your professional network and meet new people who share similar interests.

Section Meetings
Wednesday, April 19 3:00 – 3:30 p.m.
Participate in a business meeting of one of FLA's five sections. This is a way to get active in FLA!

Energizing discussions and programs

Opening General Session
Wednesday, April 19 – 9:45 – 11:30 a.m.
Lew Feldstein, co-author of the book *Better Together*, will speak to this year's President's theme. Director of the New Hampshire Community Foundation, Feldstein is an invigorating speaker who will give you renewed energy to make your library an active participant in the life of your community of users.

Lew Feldstein

The Future Embraces the Past: A Collaborative Vision of the 21st Century "Learning Society"
Wednesday, April 19
3:30-5:00 p.m.
Sponsor: Museums & Cultural Heritage Institutions Interest Group

See what can happen when libraries and museums work together! Join us for a presentation and panel discussion on several of the exciting collaborative projects that are taking place right now in Florida.

The Joy of Censorship
Thursday, April 20 10:30 am – Noon
Sponsor: Intellectual Freedom Committee

In this critically acclaimed program, *MAD Magazine* Senior Editor Joe Raiola takes an illuminating and, at times, disturbing look at America's hotly debated First Amendment issues including the dramatic effect of 9/11 on free speech. He also sheds light on the arguments over the PATRIOT Act, Internet filters, flag burning, banned books, indecency and the true meaning of obscenity.

Research in Academe
Thursday, April 20 8:30 – 9:30 am
Sponsor: Academic Libraries Section

Research in librarianship fosters new initiatives and impacts decision making. Florida academic librarians are on the forefront of such research efforts. This program provides a forum to highlight selected research projects by your Florida colleagues.

Cultural Programming Idea Swap
Thursday, April 20 3:30 – 5:00 p.m.
Sponsor: Library Paraprofessional Interest Group

Rebekah Benison-Cohen, who has extensive experience in cultural program planning, will present some of her ideas and lead a discussion of ideas for programming.

The Times They Are A' Changin' – Are You? Innovations in Public Library Services and Work
Friday, April 21
8:30 – 11:15 a.m.
Library consultant Jeanne Goodrich will talk about ways in which the role of librarians and other library workers is changing and how you and your library must change to survive. Ms. Goodrich provides a lively tour and discussion of innovation around the nation and will send you home from the conference with renewed energy and enthusiasm.

Jeanne Goodrich

Fun, food and friends

You won't want to miss the social activities planned for the conference. Should you have some free time, the conference hotel is located within walking distance of some of the Disney properties and close to other attractions in the Orlando area.

All Conference "Better Together" Registration Reception
Tuesday, April 18 7:30 – 8:30 p.m.
Join the FLA Executive Board for light refreshments as you pick up your registration packet and prepare for a great conference.

President's Reception Rosen College of Hospitality Management
Wednesday, April 19 8:00-10:00 p.m.
FLA President Nancy Pike invites you to an elegant evening of conversation and music with coffee and yummy desserts at the Rosen College. This elegant evening will be at the beautiful new campus for hospitality studies of the University of Central Florida, just two miles from the conference hotel. Transportation will be available for those who need it. If you're interested, preregister for a wine tasting during the reception for an amazingly low $18!

Scholarship Fundraiser
Thursday, April 20 8:00-10:00 p.m.
Buena Vista Palace Hotel

This year's Annual Scholarship Fundraiser features gourmet coffees and desserts, accompanied by the swinging sounds of George Skeet and The Escorts. Contribute to the develop.m.ent of our profession and have fun at the same time! Ticket price is committed 100% to scholarships!

Closing Session and Buffet Lunch
Friday, April 20 11:30 a.m. – 1:30 p.m.
Close out a great FLA conference experience with Florida author Susan McCarthy while you enjoy a luncheon buffet.

Under the Sea – In Many Ways

By Joyce Sparrow

Sea turtles are a popular topic for children's authors who present different approaches to the importance of protecting marine creatures.

Sea turtle hatchling. Photo courtesy of Florida Photographic Archives.

Paul Lowery, author, and Tim Thomas, illustrator
Do You Know Where Sea Turtles Go?
Panama City, FL: PBL Stories, Inc./Thomas Expressions, Inc., 2005. unpaged
ISBN: 0-9771059-91; $15.99

Do You Know Where Sea Turtles Go? offers cartoon drawings to tell the "environmentally correct" tale of Myrtle, the loggerhead sea turtle. Readers follow the story of Myrtle's life as a young turtle to maturity when she makes her own nest for her clutch of eggs. Colorful depictions of the birds and crabs that are the enemy of the turtle as well as the bright illustrations of undersea life add vibrant detail to the simple rhyming story for preschool and elementary children. Mention is made of eternal protection for the turtles.

Halsted, D. D., Jasper, R. P., Little, F.M.
Disaster Planning A How-To-Do-It Manual for Librarians with Planning Templates on CD-ROM. New York: Neal-Schuman Publishers, Inc. , 2005. 255 pg.
ISBN: 1-55570-486-7, $85.00

Every Florida library administrator has to be thinking more about disaster management after all the weather events that impacted the nation in 2005, 2004, and all the years before that. The premise of *Disaster Planning A How-To-Do-It Manual for Librarians with Planning Templates on CD-ROM* is that recovering from man-made or natural disasters requires advanced planning. This work identifies eleven key steps for planning for the impossible. A valuable section outlines what to expect from the most common disasters in addition to explaining the basics for salvaging materials once a damaged library has been declared safe for staff to begin recovery efforts. This book provides the impetus for reviewing and revising a library's disaster plan along with educating staff on preparation for calamities if they occur.

Clements, Patricia Lasche
The Legacy of Leadership: Florida Governors and their Inaugural Speeches.
Tallahassee, FL: Sentry Press, 2005. ill., 431 pgs.
ISBN: 1-889574-22-8, $29.00

The premiere collection of the inaugural speeches of Florida governors is a good addition to Florida reference and history collections. Each entry includes a brief biographical sketch of the governor and his speech. There is a separate list naming each governor's wife. Color illustrations of each governor and some black and white photographs are included with the speeches. The book contains a bibliography and index. This volume will be prized by Florida history buffs and students of public speaking.

Donna Rathmell
Carolina's Story: Sea Turtles Get Sick Too!
Mt. Pleasant, SC: Sylvan Dell Publishing, 2005. unpaged
ISBN: 0-9764943-0-2; $15.95

By contrast, Donna Rathmell's *Carolina's Story: Sea Turtles Get Sick Too!* examines the work the Turtle Rescue Team at the South Carolina Aquarium. Photographs by Barbara Bergwerf show how Carolina, the sick sea turtle, is rescued and treated for the "turtle flu". The text reveals the emotions of Carolina as she endures shots and x-rays at the Sea Turtle Hospital, as if to compare the feelings of the sick turtle with those of a hospitalized child. The striking photographs provide an exclusive look at Carolina's recovery as she is brushed, scraped, and fed. The final photograph shows Carolina's release back into the ocean. A template included allows for readers to color their own paper sea turtle. Additional pages provide Turtle Fun Facts and Math Games which are also available on the publisher's web site.

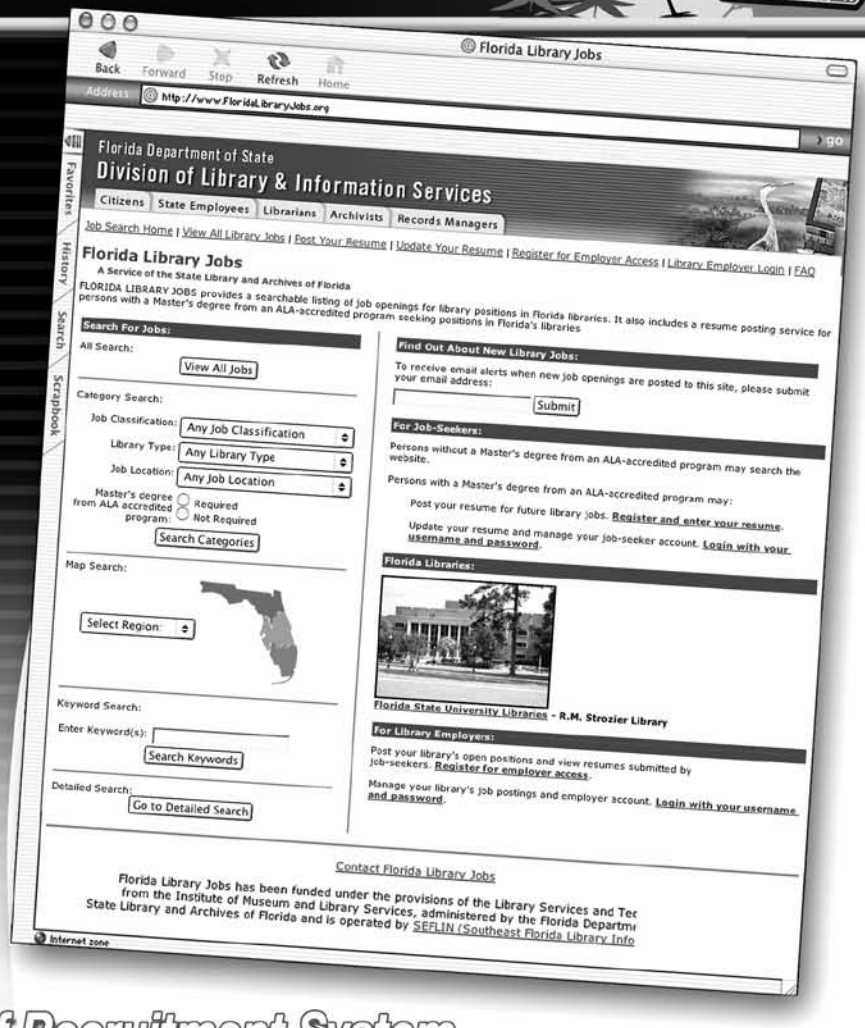
Gail Langer Karwoski, author, and Connie McLennan, illustrator
Water Beds Sleeping in the Ocean. Sylvan Dell Publishing book, 2005. 32 pgs.
ISBN: 0-9764943-1-0, $15.95

Water Beds Sleeping in the Ocean explores how marine mammals sleep in the sea. Illustrations of whales, seals, dolphins, and manatees are accompanied by text which explains just how each creature sleeps. The images portray a beautiful and soft aquatic view to display marine mammals at rest. This book, which has been given a 2005 Mom's Choice Award by the Just For Mom Foundation, is a great addition to school and public library picture book collections. Links to the publisher's Web site provide additional educational facts and activity pages.

Florida Reads is compiled by Joyce Sparrow, Librarian at the Juvenile Welfare Board of Pinellas County, FL. She can be contacted at jsparrow@jwbpinellas.org.

FLORIDA LIBRARY JOBS

Enhance Your Library Staff Recruiting Efforts



Post your open position announcements on the Florida Library Jobs site

View résumés submitted by persons with graduate degrees in Library Science

A Fully-Featured Staff Recruitment System Designed Especially for the Libraries of Florida

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Florida Library Jobs has been funded under the provisions of the Library Services and Technology Act, from the Institute of Museum and Library Services, administered by the

Florida Department of State

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Florida Library Association
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FLA & YOU

It's a New Day at FLA!

Greetings colleagues. It is indeed a new day at FLA. There's so much change going on that I'm a bit dizzy sometimes. Although some would say that's a normal condition for me! Here's what has been happening in case you've missed some of the updates in the FLA News Digest.

- The FLA dues structure was revised by member vote last Fall. That change should help with our financial situation. It also offers free conference registrations for employees of organizational members.
- Effective December 1, 2005 FLA contracted with a new management company, Certified Association Management Company (CAMCO) in Longwood to handle our membership records, finances, meetings, conferences and all the work Crow Segal used to do for us. Marjorie Cook of Crow Segal, whom many of you know well, became the full-time Executive Director for the Florida Apartment Association in January.
- New and renewing members can now join and pay online at the FLA Web site (www.flalib.org)

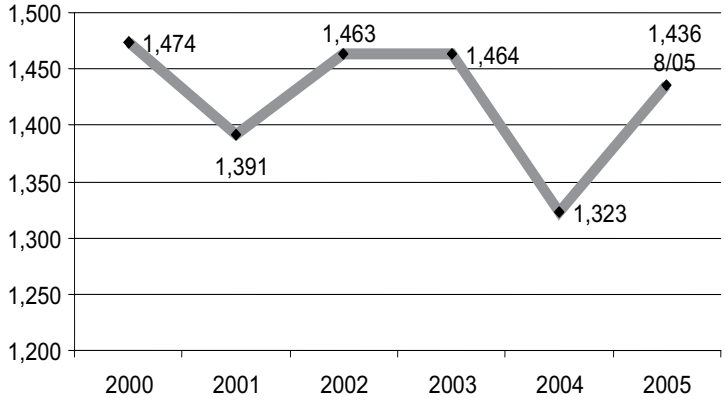
We are on our way to developing FLA into what we have all hoped and thought it could be – the best professional association you can join. With all this change going on, I thought you would want to know what you can do to make FLA better. As President Nancy Pike's theme says, we're Better Together.

One of the keys to improvement is membership. We have been stalled at or below the 1,400 to 1,500 member level for quite a few years.. We did reach 1,502 members by the end of 2005 and that's a great sign that recruitment efforts are working.

As a benefit of membership, every personal, organizational, or business member joining FLA can select one of five sections as their "home" in the organization. The Public Library Section is the largest group with 48.5 percent of the 957 members that who signed up for a section; Academic Libraries has 23.7 percent; Friends & Trustees Section has 20 percent. The other two sections are quite a bit smaller – School Libraries & Media Centers at around 3 percent and Special & Institutional Libraries at a little over 4 percent of the total number of personal members.

It looks like the Friends & Trustees Section must have done some recruiting this year – their membership is up. Great work F & T! The other four sections are doing better this year than last but are still below the 2003 number. That's a trend to work on turning around for 2006.

There are lots more potential members out there, people who can benefit from the services the New Day at FLA will offer. Each member of the Executive Board has taken on a challenge from me to recruit ten new members! I extend a challenge to you to recruit at least one new FLA member this year by February 20. That date is the cut-off for participating in the 2006 elections. I look forward to announcing a great big membership number at our annual meeting at the April 19-21 conference (register and pay online at the FLA Web site). Oh, and bring your new member to conference with you, why don't you?

Ruth O'Donnell
FLA Executive Director

FLA Membership