Florida Libraries

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IN THIS ISSUE

Message from the President • Fabrication Labs: New Possibilities through Community STEM Partnerships • Hands-On Homeschool Programs • Viva Florida, Viva Libraries • Florida Reads: 500 Years of Florida Historical Fiction • East Lake Community Library Uses LEGOs® to Support STEM Skills of Young Patrons • The FSU-UF Patron-Driven Acquisitions Plan: A Cutting-edge Collaboration • Novice Teen Writers Take Off at Miami-Dade Public Library System • Floridiana with a Twist: Florida Spring Fever • Play Partners • Help Yourself and Help Your Neighbor: The Community Spirit of the St. Johns County Libraries • FLA 2013 Annual Conference Preview • Message from the Executive Director

TABLE OF CONTENTS

A Message from the President…….....3
By Barbara J. Stites

Fabrication Labs: New Possibilities through Community STEM Partnerships.....4
By Ormilla Vengersammy and Ann Collins

Hands-On Homeschool Programs…….....7
By Tanci Mishler

Viva Florida, Viva Libraries.....9
By Maria Gebhardt

Florida Reads: 500 Years of Florida Historical Fiction.....13
By Joyce Sparrow

East Lake Community Library Uses LEGOs® to Support STEM Skills of Young Patrons……..…….....15
By Susan Wolf

The FSU-UF Patron-Driven Acquisitions Plan: A Cutting-edge Collaboration……..…….....…18
By Steven Carrico, Trey Shelton, and Roy Ziegler

Novice Teen Writers Take Off at Miami-Dade Public Library System……..…….....…24
By Cynthia Bermudez

Floridiana with a Twist: Florida Spring Fever.....…….....…26
By Nancy Pike

Play Partners…….....…28
By Isabel Castro

Help Yourself and Help Your Neighbor: The Community Spirit of the St. Johns County Libraries…….....31
By Carolee Bertisch

FLA 2013 Annual Conference Preview.....…….....34

Message from the Executive Director.....39
By Faye C. Roberts

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Message from the President

While the annual conference is highlighted in this issue of Florida Libraries, the Florida Library Association has so many more events and activities that go on during the year. For example, over 100 of us traveled to Tallahassee recently and advocated with state legislators and staff at Library Legislative Day. Our FLA Lobbyist, Chris Lyon, and the Legislative Committee led by Mary Brown are all keeping an eye out for library funding and issues while the session continues through May 3rd.

This year's One Book One State project included a special event facilitated by FLA board member Gene Coppola and the Division of Library and Information Services and is what we believe to be the first Web-based book discussion in Florida. The group discussed The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change. The One Book One State book discussions, a project of FLA's Leadership Development Committee, have been and are being held throughout the state. They even included another one online hosted by SEFLIN and FLA's Continuing Education Committee and featuring the author, Jennifer Aaker.

All the committees have been incredibly active and doing great work. The Finance Committee recently reported a clean audit, and the Awards and Scholarship Committees report that more than a dozen FLA awards and four scholarships have been announced. Over 34 poster sessions and a number of roundtable discussions to be held at the conference have been planned by the Continuing Education Committee and the Intellectual Freedom Committee has been diligently tracking book challenges and lawsuits filed against librarians. The Public Library Standards Committee surveyed public library leaders to identify suggested changes for the current library standards, the Public Relations Committee pulled off another successful Library Snapshot Day, and the Personnel Recruitment Committee is sponsoring Virtual Job Shadowing April 14 -27, 2013.

I hope you will choose a day or a part of a day to participate in the shadowing event; it is a great a chance to showcase what you do. The Membership Committee has been busy working to retain and recruit members, and the Leadership Development Committee will be recording and posting your thoughts during the conference on how library leadership can play a vital role in helping a library create new possibilities and partnerships.

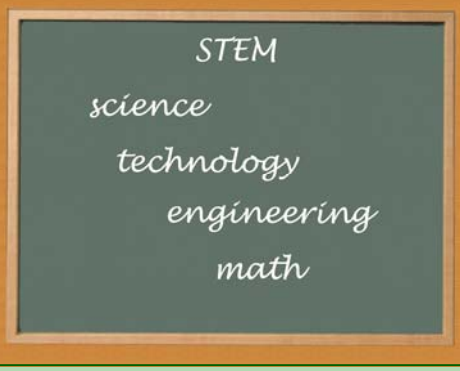
But wait … there's more. In addition to all the regular committee work, three ad-hoc groups have been meeting. First, the Succession Planning Task Force developed a detailed plan with recommendations to the Board about how to proceed when it is time for FLA to hire a new Executive Director. While we sincerely hope that happens no time soon, we now have a plan on how to approach the transition. Another group has been discussing how we might help and better support our Member Groups and a number of good ideas have come from these efforts. And finally, a group has been discussing how academic and public libraries might better connect and collaborate. The conversation will be broadened via the listserv and at the conference – so please lend your voice.

As my year serving as President begins to come to a close, I want to say "thank you" for this incredible opportunity to provide service, to learn and to connect. There have been many new partnerships along the way and inspiration for all kinds of possibilities in the future. I hope you will stay in touch and accept my genuine gratitude for a very special year.

Barbara J. Stites

FLA President, 2012 - 2013

Fabrication Labs:
New Possibilities Through Community STEM Relationships



By Ormilla Vengersammy and Ann Collins

Since the launch of President Obama's Educate to Innovate, a campaign for excellence in science, technology, engineering and math (STEM) in November 2009, there has been increased media attention regarding the state of STEM in our education system. As administrators, educators and parents acknowledge the shortfall in the number of students pursuing STEM careers nationwide, they have become increasingly engaged in researching methods for incorporating STEM learning through both formal and informal learning channels.

Enterprise Florida defined the issue further by reporting, "Ensuring the availability of highly and appropriately skilled talent — with the STEM skills needed for success in the innovation economy — is one of the most pressing challenges facing businesses in Florida."

This critical need for STEM experiences and exposure comes at a time when libraries face dramatic shifts in the demand for our traditional services. Library futurists such as Thomas Frey and Joan Frye Williams are challenging libraries to become incubators and initiators of creation for their communities. When the Orange County Library System (OCLS) was approached by the Kendrick B. Melrose Family Foundation regarding interest in supporting new library services we quickly put two and two together. Mr. Melrose indicated his interest in providing a community resource to support technology education and the Dorothy Lumley Melrose Center for Technology, Innovation and Creativity (DLM-TIC) was born. This new center, located in 20,000 square feet on the second floor of the Orlando Public Library, is named for Mr. Melrose's mother, who held a keen interest in early technology stocks.

From the beginning, the elements of DLM-TIC were planned through partnerships between the Library and the Orange County community. Initially, a series of focus groups were hosted by OCLS. Local leaders in the creative communities of design, technology, and education were invited to attend. Library staff, assisted by Dr. Ron Piccolo of Rollins College, Winter Park, FL, facilitated the community dialogue. Participants were challenged to provide feedback to questions about creating collaboration, a vision for the center, marketing to users and operational policies. Of particular note during the sessions was the community participants' interest in collaboration as both an opportunity and a product for the center. Participants imagined a space which would facilitate the "cross pollination" of ideas for those using the center. They envisioned a place where users would have the ability to "give back" by sharing their expertise and talent within a community developed around the creative space. As these focus group sessions were taking place in the public arena, similar sessions were held with library staff from all locations and at all levels of the organization. Not only did this help to shape a 360 degree view of how this new concept would affect different areas of the library, it created an ownership opportunity for both community and staff at a very early stage.

An unforeseen benefit of the focus group process was a reassessment of traditional services, and a selective reinvesting of library resources in new innovative services that benefit the Orange County community. However, throughout the assessment period and beyond, whether we offer services for building new skills, or become the go-to venue for creativity, new ideas and technology, we are com-

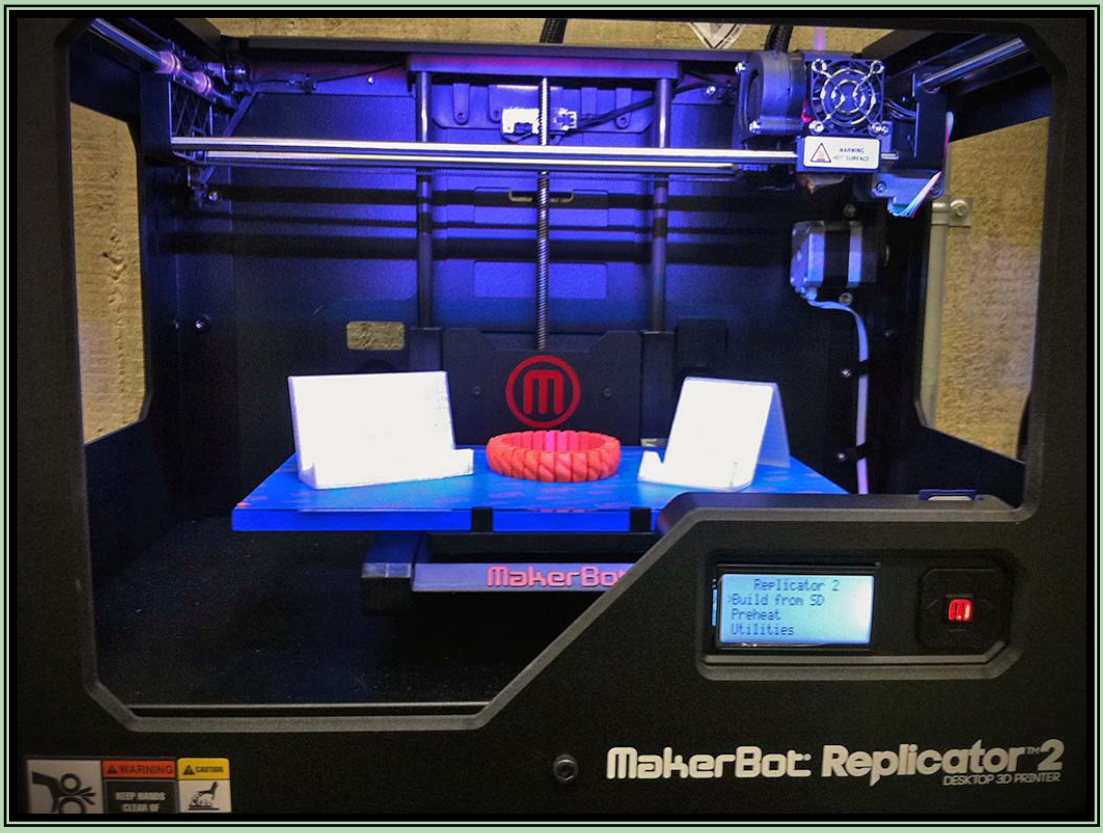
mitted to our mission to “connect our changing community to the evolving world of ideas, information and technology…to create a well-informed, well-connected community, making Orange County a great place to live, learn, work, and play.”

From information compiled from the focus group processes, the library decided to provide a sound stage, video recording studio with green screen capability, editing facilities for both video and audio, collaborative work spaces to foster the creative process and a Fab Lab. A key challenge was finding the expertise to help develop plans for this variety of services. The Library hired a consultant through a competitive process and spent three months working on a concept overview to fully describe the desired development outcome. Plans are now in place with an anticipated opening in early 2014.

With the direction now set, Technology and Education Department staff began the process of planning future STEM course offerings. In the past, OCLS departments and branch locations have planned programming and established community partnerships to publicize programming. Branch locations have traditionally established relationships with schools, with the intent of publicizing after-school programs or summer camps. Establishing new partnerships and reinforcing existing partnerships is an ongoing and consistent process for the library’s Technology and Education Center staff. We have come to value the information gathered from these sources, since it helps us keep our technology offerings current and vibrant, and our partners become unofficial ambassadors in our community.

The planning process for new STEM offerings began with our community partners. We held a series of meetings between Technology and Education Center staff members and individual middle and high school administrators and educators within Orange County. We gathered information and considered the types of STEM workshops that could complement the schools’ STEM curriculum. Further visits were arranged and partnerships established with local educational and after-school groups, including the Girl Scouts and the YMCA.

Instructional Technology Specialists on staff at



A 3D printer can print realistic models that are smooth to the touch.

3D printers create objects by printing successive layers in a process known as desktop fabrication or additive manufacturing.

the Orlando Public Library used feedback gathered from partnership visits and began designing the Fab Lab curricula. Although we do not anticipate an official opening until 2014, we will begin offering these newly designed workshops in early February of this year. Our STEM workshop in CAD software and 3D printing will showcase our new MakerBot Replicator 2™ 3D printer. Another workshop in Basic Electronics will use Snap Circuits™. The objective of the workshops is to introduce aspects of STEM learning that complements schools' curricula and to provide a supportive, collaborative "real world" learning environment, where young people can learn through doing. Our skilled instructors are present to observe, facilitate and explain as learning opportunities arise.

As we anticipate the opening of the new center in early 2014, we recognize that elements of The Dorothy Lumley Melrose Center for Technology, Innovation and Creativity, such as a Fab Lab, recording studio and film studio are not within the library's traditional set of core competencies. However, through community partnerships with area third level educational institutions, we are planning internship opportunities for engineering, technology, film and music students. Customers will appreciate assistance in these specialized technologies and software and the internships will give students the opportunity to gain teaching experience in a creative center. Interns will also act as Subject Matter Specialists as our Instructional Technology Specialists continue to create introductory classes and workshops to complement the center's equipment and software.

STEM is the key to future careers. STEM education provides a path to our children's future. STEM careers currently being developed will provide jobs for many generations to come. We realize this is the time to get involved and push for knowledge in the STEM field. Libraries can play a pivotal role in developing today's students into tomorrow's STEM workforce. Thanks to the generosity of the Kendrick B. Melrose Family Foundation, the opening of the Dorothy Lumley Melrose Center for Technology, Innovation and Creativity will provide the Orange County community with the opportunity to explore new ideas and new creations related to science, technology, engineering, math and learning through fabrication workshops, digital media and online content. Establishing new partnerships and reinforcing existing partnerships within our community will direct our future STEM curriculum, maintain curriculum relevance and publicize our events within the community.

Ormilla Vengersammy is currently the Department Head of the Technology and Education Center and is looking forward to overseeing the operations of the upcoming Dorothy Lumley Melrose Center for Technology, Innovation and Creativity. Ormilla has a master's degree in Instructional Technology and leads a team of Instructional Designers and Technology Trainers at the Orange County Library System, FL in face-to-face and online instruction. She can be reached by e-mail at vengersammy.ormilla@ocls.info.

Ann Collins is Assistant Manager for the Dorothy Lumley Melrose Center for Technology, Innovation and Creativity. She holds a Master of Arts in Library and Information Science from University of South Florida and a Master of Liberal Studies degree from Rollins College, Winter Park, FL. She can be reached by e-mail at collins.ann@ocls.info.

Hands-On Homeschool Programs

By Tanci Mishler

With over 72,000 students homeschooled in Florida in the 2011-2012 year, what can we do as librarians to help them—or anyone, for that matter—on their educative quest? Over the past four years, the Tampa-Hillsborough County Public Library System has been successfully programming for homeschoolers and fulfilling their library needs. There is a lot that we have learned about what to do to create these thriving programs, and what not to do. Perhaps one of the most valuable lessons we have learned is that there must be a hands-on component to the program.

Children and their parents love to come to a program where they learn about a topic and then apply what they have learned with an experiment or activity. This dual approach not only helps children process information in different ways, but also gives them something to take home to show others in their family and to have for their portfolios. Most of the families that we have worked with maintain some type of portfolio of their child's work. These portfolios are used to show their child's progress through the year.

When planning these types of programs, it is important to know what you are capable of doing in terms of experiments and activities. Will you have access to a kitchen set-up that would allow you to do cooking programs? Will your supervisor be upset if you bring in some hammers and nails for a building project? Knowing what you are able to do safely with your supervisor's blessing is key. Once you have some guidelines in place, you are ready to begin.

First, determine the topic you would like to present. It can be anything you are interested in or that you think the families in your community might be interested in. In our case, we started with science programming. Children love science experiments. The first year we did this type of programming we explored the solar system and made models using paper plates, with different kinds of candies standing in for the sun and planets. Prior to the program we drew the orbits onto the inside of a plate and then had the participants glue candies, such as blue M&M's® for Earth, onto their appropriate orbits away from the sun, which was a butterscotch disk. We also talked about fossils and how the process of fossilization works. In that program the participants made their own fossils using fossil dough that had been made with flour, water, and salt. They then pressed leaves, plastic dinosaurs, and seashells into the dough and poked a hole into the top of their coin-shaped fossil. When it was dry, they could string a piece of yarn or leather through it to have their own fossil medallion.

It is also important to determine how long it will take to do a project, and if it is something the partici-

pants will be able to take home immediately or whether it will need to stay in the library for a while. In one program we explored crystals. Each participant made their own crystals using water and Borax, which takes a few days to grow. Participants mixed the ingredients together and then twisted pipe cleaners to form a star shape. The pipe cleaners were then hung into the solution and the crystals left at the library to grow. After a week, the children were able to pick them up and take them home for a one-of-a-kind star-shaped crystal.

Sometimes the grossest or unusual topics are the most fun. We have done several "gross science" programs including ones on the human body, creepy crawly bugs, and sewer slime.

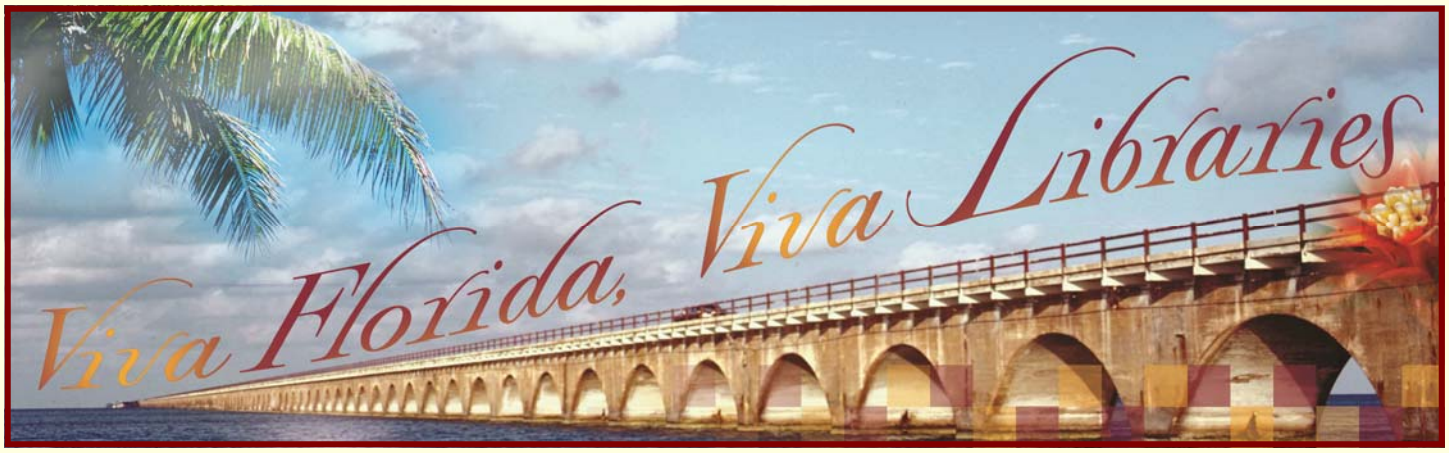
Using books that explore some of these topics in a fun way is a terrific starting point for lessons. We have used the *You Wouldn't Want To Be a*... series with much success. In *You Wouldn't Want To Be a Pyramid Builder,* participants learned how to make a sledge using poster tubes, ropes, and stacks of books. They also experienced each of the jobs by making a paper pyramid, painting it, making a sculpture for it, and inscribing hieroglyphics on it. Another fun book that we used was *The Book of Potentially Catastrophic Science* by Sean Connolly. From that book, participants made elevator safety brakes using boxes, dowels, and other materials we had in our craft supplies. They also learned about x-rays by creating their own bones using poster board, craft foam and pom-poms; placing them on construction paper and using spray bottles filled with water to simulate the x-rays hitting the film.

Since our science programming was so popular, we began to add other topics that we thought would be of interest to our families that included a brief lesson with activities to follow. We currently offer a program called "Where in the World," in which clues are

given to the participants, who then try to figure out which city we are talking about. In each of these programs, the participants get to stamp a passport with the city that they "visit" and enjoy a food that city or its country would be known for. Participants have enjoyed scones for London, croissants for Paris, and gelato for Rome. Another program we added helps kids explore the world of archaeology. In this program, participants have performed an archaeological dig by excavating layers of cake and finding skeleton candies, small coins, and other materials hidden within. Coming up, they will learn about Quipus and Aztec codices.

Although it takes a lot of work to organize and prepare, the experiments and hands-on activities of these programs are key elements to their success. Researching the topic, being prepared, and being willing to adapt an experiment or activity to meet the needs of your group and the supplies and limitations that you have will also help you to have a successful program. Keep in mind that these programs don't have to just be for the homeschooling crowd. Programs that incorporate science and other subjects with a hands-on component can be fun for the whole family and can bring in quite the crowd at your library.

Tanci Mishler is a Senior Youth Services Librarian for the Tampa-Hillsborough County Public Library System. She earned a degree in Library and Information Services from Emporia State University in Kansas in 2003.



By Maria Gebhardt

Viva Florida 500 marks the 500th anniversary of Juan Ponce de León's arrival to a land with lush landscapes and beautiful flowers that he named La Florida.[1] This significant arrival in 1513 sparked exploration, growth, and diversity for more than 500 years – a historical note that surpasses even the Mayflower's arrival in 1620. Special events are happening throughout the entire State of Florida to mark this historic quincentennial. Commemorations, art displays, interactive events, discussions, parades, and many other events will bring communities together year-round. The www.VivaFlorida.org Web site features a comprehensive calendar of events highlighting these events by category, regions, and type of event.

The Florida Department of State Division of Library and Information Services honors this statewide initiative with a time capsule project for each county and municipal library. Each of Florida's 67 counties has an opportunity to commemorate Viva Florida 500 in their own way with items they feel are truly significant. The time capsules were purchased with Library Services and Technology Act grant funds and were sent out through area libraries.[2]

But why are time capsules important? The idea of sealing important possessions for the future dates back to the time of tombs of the Pharaohs in ancient Egypt. However, the term "time capsule" was not actually coined until 1938 by G. Edward Pendray's project for the 1939-1940 New York World's Fair. This 1938 Westinghouse Time Capsule of Cupaloy also known as "Time Capsule I" weighs 800 pounds and will not be opened for 5,000 years from the date sealed.[3]

Many time capsules are much smaller and are opened in periods of 10, 20, or 50 years, and provide future generations a glimpse into what life was like at a previous time. Many include an assortment of items such as proclamations, important documents, recordings, brochures from significant events, popular cultural items, and common things from everyday life. The Florida Department of State Division of Library and Information Services lists detailed information about what will and will not last to help any community get started: http://dlis.dos.state.fl.us/archives/preservation/time/index.cfm

Libraries across Florida are actively participating in this event and are getting their communities involved. Libraries are asking what people want to see placed in time capsules and are planning major events to observe the closing of the capsules. Some libraries are even incorporating the time capsules into significant milestones such as grand openings or scheduling to open the capsules with an upcoming anniversary of their county. Bringing the community together is an important part of this project. The next few pages highlight how libraries are honoring five centuries of that land with lush landscapes and beautiful flowers we know as Florida.

Lee County Library System

The Lee County Library System created a display to promote Viva 500 and obtain feedback from library users throughout its county. A clear acrylic box filled with the items seen above including an incandescent light bulb, a Starbucks cup with receipt, a photo of a tattoo, and an iPad box will be on display in libraries and other locations all across Lee County during 2013. The poster and comment cards as seen in the left of the photo explain the purpose of the display to viewers and ask for public feedback regarding what items should be placed into this time capsule. A committee headed by history professors from Florida Gulf Coast University will determine which items will be selected.

The Lee County's 2013 SNAPSHOT Time Capsule will remain on permanent display as part of the new Fort Myers Regional Library in downtown Fort Myers. It will be officially opened on May 13, 2062, on Lee County's 175th anniversary.

Gulfport Public Library

Known for its artsy flare, Gulfport offers a year-round Art Walk that inspires visitors with arts, crafts, and music. The Gulfport Public Library will include a copy of *The Gabber* newspaper, paint brushes, beads from The Beach Bazar, established sixty years ago, a Gulfport magnet and bumper sticker, map, and incense – Gulfport's signature fragrance. Librarians will also include a handwritten note to the future librarians and a special handmade bracelet made by local teens as seen in the photo above.

The time capsule will be opened in 50 years in 2063.

Manatee County

Working with other county departments such as public works and natural resources, Manatee County has been asking library users and members within its county government for input regarding what items should go into Manatee's time capsule. The library is also promoting their Facebook page for people of all ages to suggest objects.

Children and teens can even make their own time capsule at locations throughout the county from January to November. Library staff members have attended a local farmer's market with a family activity tent where kids made personalized time capsules.

The Conquistador Historical Foundation awarded the Friends of the Central Library a $1,000 grant and participated dressed in period costumes at the Central Library kick-off event. The Hernando De Soto Historical Society Crewe, Queen, and Princess made for a fun and exciting event. Award-winning novelist H. Terrell Griffin, who writes a series of Florida mystery books, attended the event with Manatee's Historical Librarian Pam Gibson.

Later this year, a ceremony will take place where the time capsule will be sealed with the Manatee County Commissioners, librarians, Hernando De Soto Crewe, and winners from both a photography contest and a *Letters to the Future* contest. The time capsule will be opened in 2055, the 200th anniversary of Manatee County.

Photos, top to bottom right: Hernando De Soto Historical Society Crewe, the Hernando De Soto Queen, a teen making her own time capsule, and author H. Terrell Griffin and Pam Gibson.

Orange County Library System

This library's Community Relations Office is collecting small items that depict what life was like in Florida at this time. Once the capsule is full, it will be sealed and transported to the Orange County Administrative Building to be opened in 50 years.

Library Director and CEO Mary Anne Hodel explained, "This time capsule affords us an historic cache of goods and information that will provide a snapshot in time to future archaeologists, anthropologists and historians. It is also a fun way to celebrate the 500th anniversary of Ponce de León's landing on the east coast of Florida in 1513."

Collier County Library

The Collier County Library will commemorate a day of local art and history at the Naples Depot Museum on May 8, 2013, the 90th birthday of Collier County. Attendees will be able to meet local artists, staff from state and national parks, and staff from local museums. Historical re-enactors, antique cars, and local dignitaries will also be part of this special day filled with music and memories ending with the sealing and burying of the time capsule. It will be opened on Collier County's 100th birthday on May 8, 2023.

Okaloosa County Public Library Cooperative

The time capsule committee for this county will include a real cotton ball with photos such as the one below of the local cotton harvest. The cities of Niceville and Valparaiso are planning to include the winning essay from a contest for local middle school students. These cities will also hold an art contest with the winning piece sealed in the time capsule among other items providing the future with a snap-shot of this moment of time in agriculture, industry, and education. The time capsule is on display at the Heritage Museum where ballots offer visitors a chance for input. In library locations, ballots are also available as well as a poster of the time capsule.

Once sealed, the time capsule will not be opened for 100 years.

NOTES

1 - VivaFlorida, http://www.vivaflorida.org/.

2 - Florida Department of State Division of Library & Information Services, FLYP Forward, June 2012, Volume 5, Issue 9, http://archive.constantcontact.com/fs062/1104612157503/archive/1110034547234.html.

3 - William E. Jarvis, Time Capsules: A Cultural History (McFarland & Company, 2002).

Maria Gebhardt is the Business Services Manager for Broward County Libraries and Editor/Designer of *Florida Libraries*. She earned both a Master of Business Administration degree from Florida Atlantic University and a Master of Science degree in Library and Information Studies from Florida State University.

About Viva Florida 500

Viva Florida 500 is a statewide initiative led by the Florida Department of State, under the leadership of Governor Rick Scott, to highlight the 500 years of historic people, places and events in present-day Florida since the arrival of Juan Ponce de León to the land he named La Florida in 1513. While Florida's Native American heritage dates back more than 12,000 years, Spain's claim in 1513 began a new era. In 2013, Florida will mark 500 years of history and diverse cultural heritage – a claim no other state in America can make – and promote the place where the world's cultures began to unite and transform into the great nation we know today as the United States of America. Viva Florida 500 will take place year-round in 2013, and its many partners are planning more than 200 events statewide. The goal is to promote 500 years of Florida's history – its people, places and cultural achievements – and this important milestone in American and Florida history. Learn more by visiting www.VivaFlorida.org.

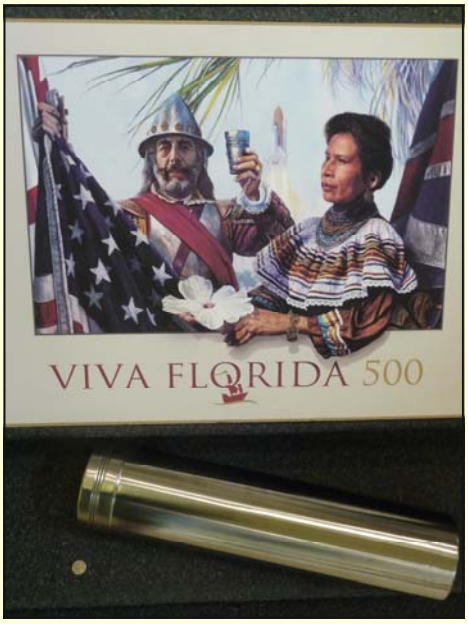


Image created by Christopher Still: www.christopherstill.com

FLORIDA READS:

500 Years of Florida Historical Fiction

By Joyce Sparrow

As I write this column on a sunny and warm January day, an estimated crowd of 300,000 people gather in the streets and water ways around Bayshore Boulevard in Tampa to celebrate Gasparilla, honoring the fictitious Jose Gaspar, a lieutenant in the Spanish Royal Navy and the last of the Buccaneers, and his crew, who plundered and ravaged the Florida waters in the late 1700s. Since 1904 money has been invested in these Gasparilla pirate festivities to decorate the floats, organize the route, and hire security to ensure a safe, fun day for the parade watchers who pay today for parking, refreshments, souvenirs, and possibly pirate costumes. Now there are three different parades: one for kids, one for everyone, and an adult nighttime event.

T.D. Allman, author of *Finding Florida: The True History of the Sunshine State* (Atlantic Monthly Press, 2013) probably loves to hate the Gasparilla celebration. The premise of the event supports his argument that many historical events currently celebrated throughout Florida are based on fiction, not fact, and perpetuated to attract tourism and travel dollars.

Within the twenty-four chapter of *Finding Florida*, Allman identifies leaders over the past 500 years who came to Florida to create a more perfect version of the society they left behind. From Hernando De Soto to Governor Rick Scott, Allman outlines Florida's history and its dominance of conquerors who "do not rationally consider the consequences of what they do". Allman believes these relocated adventurers see Florida as "a place to launch visionary schemes, as long as the source of money flows". Allman declares: "To find the real Florida you must tear up the picture postcards! Get rid of the plumed conquistadors and Confederate cavaliers! Dispense also the notion that it never gets cold in Florida."

Allman identifies Washington Irving as a primary contributor to the myth of Florida as Paradise, including the Fountain of Youth. Irving, who never actually visited Florida, is known for his fiction, but in his career, he was notorious for taking liberties with fact. One example is Irving's account of William Pope Duvall's meetings with Seminole Indians that became a parable of American virtue for his readers. Allman traces how snippets of Irving's tales infiltrate

Florida history as fact. Specifically he cites J.E. Duvall's *Florida: Historic, Dramatic, Contemporary* (1952), Charlton W. Tebeau's *A History of Florida* (1971) and Michael Gannon's *The New History of Florida* (1996) as examples of general histories that present "a less than truthful version of Florida history."

Allman concentrates on the July 27, 1816 massacre of more than 200 Choctaw women and children at Negro Fort by U.S. Army Colonel Duncan L. Clinch. He cites misleading interpretations of this bloodbath to describe the Ongoing Florida Historical Method that involves ". . . suppressing, denying, or changing the facts whenever they controvert the celebratory versions of events historians of the time, and their audience prefer — and then suppressing, denying or changing the facts yet again when a newer false version is needed."

Allman identifies the automobile and the plane as the two most important tools to empower people — and lead them to Florida. He discusses how the wealth of Henry Morrison Flagler, Henry Bradley Plant, and Henry Shelton Sanford infused Florida with a culture of excess that further promulgated the Paradise myth, including the idea that the Florida climate invigorates health.

Allman takes aim at Harriet Beecher Stowe who he calls an outsider literary celebrity who replaces reality with myth. Allman compares Marjorie Kinnan Rawlings and her writings to the objects on display at the St. Augustine *Believe It or Not Museum*, describing both as "as oddity, a curiosity, an irrelevancy that nonetheless reveals a lot if you take the trouble to look." Carl Hiaasen is "genially shameless".

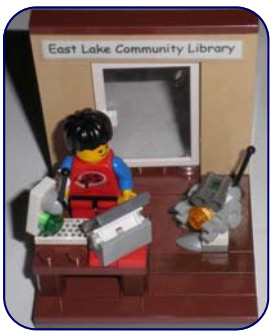
Disney, SeaWorld, and the Kennedy Space Center do not escape Allman's comments. He details the land grabs, the killer whales, and the cold weather as a factor in the *Challenger* explosion. Remember: it does get chilly in Paradise.

Allman a native Floridian and author of *Miami: City of the Future* and *Rogue State: America at War with the World*, is best known as a foreign correspondent for *Vanity Fair*.

For the general reader, *Finding Florida* is a catalyst for hearty discussions and more reading. That is the value of the book. My disclaimer is I am qualified as a reader's advisor to recommend the book, but I am not a historian who can attest to all the historical facts. However, I will be reading more Washington Irving. I'll also be taking more time to read historical markers when I travel throughout Florida. So Viva La Florida and all its fact and fiction.

Joyce can be reached at joycehopesparrow@gmail.com.

East Lake Community Library Uses LEGOs® to Support STEM Skills of Young Patrons



By Susan Wolf

LEGO® Club began July 2, 2009 at the East Lake Community Library (ELCL) in Palm Harbor, FL when Children's Programmer, Cheryl Zawacki-Dorweiler, needed a low cost summer program for children. With a mindset for engaging library users in science, technology, engineering and mathematics (STEM) programs, she solicited donations of used LEGOs®. The East Lake community responded immediately with buckets full of LEGOs®. Both girls and boys 4-11 participate in the weekly club.

The unique feature of this club is that the project is saved from week to week and stored in the library, waiting the next week's hour of creative LEGO® building. Steve Horvat, Facilities Manager, cuts, sands, stains and seals the wood foundation and then attaches the LEGO® base. Each week 40-50 children return to retrieve their project to add to it or enhance it.

It became evident after about two years that the children in the LEGO® club needed additional challenges as they became more proficient and as they got older. Zawacki-Dorweiler began researching advanced educational LEGO® options for middle and high school age children and teens. She identified the MINDSTORMS® Education NXT set as the next step in keeping with the emphasis on STEM programs for the East Lake Community Library.

Due to dwindling library budgets and the fact that this area of unincorporated Palm Harbor is not funded like other taxing districts or city libraries, there simply were no funds to move forward with this expanded LEGO® program. Susan Wolf, then a member of the Advisory Board, approached the newly opened LEGOLAND® in Winter Haven, FL (halfway between Tampa and Orlando) to donate a family four-pack of tickets, which could be used as a raffle to raise the funds. LEGOLAND's® Community Relations Department is very specific about their donation guidelines and this project did not meet their criteria. Relentlessly, Wolf approached Advisory Board members, Friends Board members and others in the community for donations.

Roger Johnson of the Advisory Board generously offered to put up half of the funds needed for the tickets if additional matching funds could be secured. Not only were Johnson's funds matched, but donations exceeded the amount. The Friends could now proceed with a donation raffle for the admission tickets to raise funds.

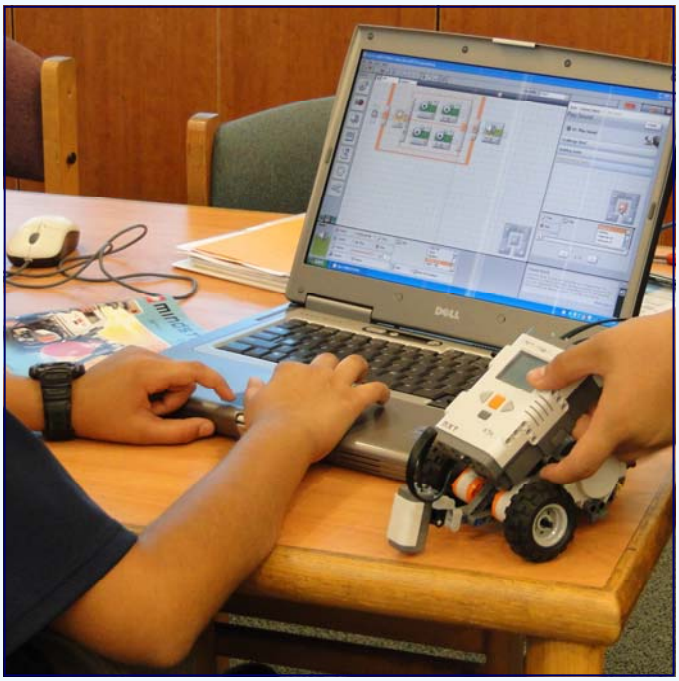
As the Friends became more involved with expanding the LEGO® program into robotics, they realized that one set would not be sufficient. Fund raising efforts were expanded to include a tennis tournament, ten silent auction items and eight raffle baskets, plus individual donations. All the fund raising events culminated on April 28,

2012, with the tennis tournament and participation in the local Rotary Club's classic car show and the YMCA's event of Healthy Kids Day at a John A. Chestnut Park in northern Pinellas County. The library's booth was complete with the silent auction items and raffle baskets plus LEGO® track races built by Tere Burke of Handy Dad's and donated to the library.

A total of $3,500 was raised. These funds were used to purchase MINDSTORMS® Education Value Pack – 8 (TM991291) and LEGO® MINDSTORMS® Education Resource Set (TM991733). These packages include the needed software and licensing agreement.

The next challenge was to implement the program at the library. Six individual laptop computers needed to be readied and dedicated for the MINDSTORMS® application. A hard drive was donated by another volunteer, Larry Kahler, to make one of the laptops workable. Two additional laptops needed to be purchased.

Volunteer tutors and mentors were recruited to meet weekly with LEGO® robotics students, ages nine through 14. East Lake High School , Palm Harbor, FL has a nationally renowned robotics program and its high school



students need volunteer hours for Florida's Bright Futures scholarships. Susan Plas, Teen Programs, and Maureen Lacey, Volunteer Coordinator, were actively involved in organizing initial weekly sessions. Additionally, interested individual parents and home schooling parents also offered to volunteer. The initial thought was to have the whole group of students meet in the community room on Saturday mornings from 10 a.m. to noon to work as teams assembling each robot. Space is very limited at ELCL.

One of the volunteer mentors, Jim Kendall, a retired engineer from Honeywell chose to meet with his group of students one-on-one or with two siblings in individual sessions on Wednesdays and Thursdays. Session 1 was familiarization of the LEGO® robot construction techniques by following the steps in the manual for each of the sensors provided in the kit. Session 2 was introduction to LEGO® software tool by following the examples provided within the software package.

Sessions 3 through 5 began the process of developing the software needed to "follow the line." Sessions 6 and 7 were spent using the example provided in the kit and improving the example such that it worked as expected. The remaining sessions were used to perfect the line follower

According to Patricia Perez, Library Director, "This LEGO® robotics program expansion is a fine example of library staff, Advisory Board, Friends Board, motivated volunteers, schools and civic organizations collaborating in fostering science, technology, engineering and mathematics growth at the East Lake Community Library." Any healthy plant needs a strong root system to grow. ELCL is establishing strong roots in our young patrons to develop skills that will contribute to their lifelong success. As Perez explains "we are growing a garden and fortifying it with good soil so that it will last for years to come."

program and include necessary programming to detect an object and react to that object. This involved many testing cycles.

The ultimate test was the LEGO® Robotics Challenge held at ELCL on Monday, November 19th at 10 a.m. with a spectator crowd of about 50. Great grandmothers on down to infants eagerly waited for the amazing race. Six teams entered, some solo and the others in pairs. Each team was allowed three trials. Each trial would be limited to no more than five minutes long. The robot had to follow the tape on the obstacle course and reach its destination square and make a distinct completion sound. Trial time and points for extra maneuvers were calculated and ultimately a winner was declared. All participants received a certificate of completion.

The staff, tutors, mentors, children and teens have learned a great deal. The next scheduled round of LEGO® robotics at ELCL began in January 2013 and will consist of recruiting more professional mentors and better training of the tutors first. The next set of participants will be sectioned into introductory, intermediate and advanced levels with most of interaction done on an individual or in very small teams at the library at a time convenient to the students and the leaders.

Susan Wolf began volunteering weekly at the East Lake Community Library within a month of moving to Florida from Minnesota in 2004. She has served on the Advisory Board for six years and was a liaison to the Friends Board for five of those years. Most recently, she is serving as the Recording Secretary and active on the fund raising committee for the Friends as well as selling donated books online since 2005. She holds a B.A. in English with a minor in Library Science and an MBA from the University of Minnesota. She was the vice president of a small medical manufacturing company in Minnesota and also worked at The Pillsbury Company marketing information library.

The FSU-UF Patron-Driven Acquisitions Plan: A Cutting-edge Collaboration

By Steven Carrico, Trey Shelton, and Roy Ziegler

Introduction

The landscape of collection building and acquisitions of resources is changing rapidly as academic libraries face restrictive materials budgets and intensifying requirements to legitimize expenditures. In the State of Florida, academic libraries are striving to meet these challenges by developing innovative and cost-effective methods of collaboration to stretch their material budgets. One such innovation is a shared e-books plan developed through a partnership of the state's two largest academic libraries – Florida State University (FSU) and the University of Florida (UF). In 2011 the two libraries began a collaborative project to share access and costs of e-books through a new and popular method of content delivery known as Patron-Driven Acquisitions (PDA). The PDA offers simultaneous access to thousands of e-books in both libraries' online catalogs, so content offered to users of both libraries is increased significantly. The two libraries formed an alliance to stretch their respective materials budgets by combining funds into a deposit account that fuels the plan. Because all e-books purchased are derived entirely from patron usage, there is strong financial support for the plan. In addition to the benefits obtained from running a shared PDA e-books plan, the libraries at FSU and UF are responding to the call emanating from Florida Janus Challenges[1] and the work from numerous state library consortium groups[2] to forge new academic library collaboration.

Shared PDAs in North America

The rise of Patron-Driven Acquisitions (PDA), also referred to as Demand-Driven Acquisitions (DDA), is not surprising. Print books and e-books purchased through the PDA models are used – often repeatedly – while books received through traditional methods of selection are frequently left untouched on library shelves.[3] These methods of acquiring materials and providing access capitalize on expended funds and it can be argued deliver a better return on investment.[4] Thus, the PDA model has the support of many library administrators and collection managers and is seemingly becoming a staple of collection building and acquisitions in academic libraries across North America. Wiley and Clarage describe how the academic library consortium in Illinois set up and ran robust shared PDAs.[5] Kelley highlights two large-scale projects ongoing in library consortium – one in Colorado the other in Pacific Northwest – that are both finding success conducting shared e-books DDAs.[6] In Canada the academic library consortium – Ontario Council of University Libraries – launched a successful short-run plan PDA that shared e-books across sixteen institutions.[7]

Background - Collections Planning Committee Efforts

Within Florida's State University System (SUS), the Collections Planning Committee (CPC), a committee charged by the Council of State University Libraries (CSUL), established its 2008 Strategic Plan based on Ross Atkinson's "Six Key Challenges for the Future of Collection Development."[8]

1) RECON (converting the scholarly record from print to digital)
2) PROCON (advocate for the acceleration of migration to digital)
3) Creating Core Collections

4) Licensing Principles and Publisher Relations
5) Archiving Print, Digital and Born Digital
6) Alternative Channels for Scholarly Communication

For the CPC, Creating Core Collections became the initiative that gained the most traction as librarians realized the potential for economic sustainability through cooperative collection building. The initial goal was to develop a shared print collection using a common academic book vendor. Having a mutual book vendor and vendor database would allow participating libraries to see the print books other institutions were purchasing and avoid duplication. In turn, reduced duplication would lead to greater amounts of unique content being available. The long-term goal was to have a statewide e-book package that would provide pervasive access to content for all non-profit higher education within the state.

In early December of 2009, the CPC submitted its 2010 Action Plan to CSUL that included the development of an SUS book contract to select a single academic book vendor. Even though most of the Action Plan was approved, the provision to create an Invitation to Negotiation (ITN) document that would lead to the award of a statewide contract was rejected by CSUL. In the end it was unclear as to why the project was not supported. Maybe it was too much too soon or perhaps the project was too big with minimal benefit to the SUS. However, a year after CSUL rejected the CPC's 2010 Action Plan to establish a statewide Academic Book Contract; CSUL eventually approved the creation of an e-book ITN for the SUS. The focus of this effort would be to develop a shared e-book collection for undergraduate level materials accessible to all SUS institutions. [9]

Rather than abandon the original project, several SUS institutions, most notably Florida State University and the University of Florida, would have important reasons to keep the project alive. On December 7, 2009, just a few days after the CSUL meeting, it was announced that Baker & Taylor was acquiring Blackwell Book Services North America (BNA) and that all accounts would be transferred to Yankee Book Peddler (YBP), Baker & Taylor's academic book division.[10] Because BNA was the primary domestic academic book vendor for FSU's and UF's approval plans and firm-orders, there was a new sense of urgency to negotiate a deal. In an effort to be inclusive FSU and UF invited the other SUS institutions, the Independent Colleges and Universities of Florida (ICUF), and the Florida College System (FCS) libraries to participate in the drafting of the Invitation to Negotiate (ITN) document that would lead to a contract awarded to one selected vendor. Nova Southeastern, Seminole State College, St. Petersburg College and University of Central Florida joined the ITN development and evaluation team.

In July 2010, the contract was awarded to Coutts, the recently acquired academic book division of Ingram Library Services. Through the fall of 2010, UF and FSU migrated their print approval plans from BNA to Coutts and received training in OASIS, the Ingram-Coutts online book ordering system. During this transition phase the idea of having a FSU-UF shared e-book plan with a Patron-Driven Acquisition (PDA) component sounded promising, so in the spring of 2011, a shared multiuser license amendment was added to the Statewide Academic Book Vendor Contract to accommodate jointly purchased e-books.

Setting up the plan

Not long after the amendment was added to the statewide vendor contract, the libraries of the Florida State University and University of Florida agreed to launch a joint PDA project that would provide mutual access and acquire share purchases for hundreds of e-books on the Ingram-Coutts MyiLibrary platform. To create the shared e-books plan librarians from UF and FSU met with representatives from Ingram-Coutts to create profiles across subject disciplines – a process very similar to building profiles for an approval plan – to determine scope and various non-subject parameters such as price limit, type of publication, etc. The targeted readership was to be graduate-research level;

UF and FSU patrons would have multi-user access to all e-books offered through the plan; and e-book content would incorporate multiple disciplines. [See Table 1.] Coutts agreed to exclude e-book record loads for standing orders and key publishers (e.g. Springer) already being acquired by one or both of the libraries.

Once the profiles were drafted and publishers selected or excluded, Ingram-Coutts de-duped e-book titles held at UF and FSU by uploading the two libraries' e-book holdings and cross checking titles/ISBNs to the MyiLibrary database and eliminating all matching records. The consortial IT hub, the Florida Center for Library Automation (FCLA), then loaded a final set of 3,265 bibliographic records into both UF and FSU's online catalogs. In subsequent months Ingram-Coutts would provide FCLA monthly files of new e-book records matching the profiles for centralized loading into the two libraries' catalogs. The e-book records contained embedded links to the MyiLibrary platform and were indistinguishable from any other e-book records in the catalog. Users experienced instantaneous and seamless e-book access, and unbeknownst to them, purchases were triggered on the third use of any e-book offered in the catalog.

To fund the plan UF and FSU each deposited $60,000 separately with Ingram-Coutts for MyiLibrary shared e-book content. The UF and FSU law libraries joined the PDA plan in the fall semester of 2011, each depositing $20,000 to pay for e-books triggered in the Library of Congress "K" class.11 This method of funding provides a basic accounting system of purchased e-books being invoiced monthly and costs deducted from the two parallel deposit funds.

One important component of setting up a shared or consortial e-books plan is securing permission from publishers willing to offer simultaneous access to users from multiple libraries. Some publishers refuse to participate in shared e-book plans while others set a price point or multiplier for certain content

Table 1: Features of the FSU-UF Shared E-Books PDA

- Scope of content: graduate/research level; multi-disciplinary; only e-books with imprint years 2008 to current are included.
- 3,265 e-book records were loaded initially into each library's catalog based on subject and non-subject parameters; through January 2013 over 8,000 e-book records have been loaded into each catalog.
- Each library routinely uploads holdings to Ingram-Coutts; e-book (not print) titles already held by either library are matched against the MyiLibrary platform and duplicate records are removed. As a second filter, FCLA is de-duping these records before loading into the UF and FSU catalogs.
- Three uses of any e-book in the two catalogs - from a combination of use from the UF and FSU patron base - trigger a purchase.
- Cost of e-books: the pricing model is a 70% markup over list cloth price for each book, minus the statewide 19% discount, equating to approximately 150% list price.
- Price limit: $300 per e-book; pages available for printing (unless otherwise indicated): 60; some publishers will allow time-limited downloading of an entire e-book purchased on the shared plan.
- UF & FSU have separate slip/approval plans in operation with Ingram-Coutts; most duplicate ordering is avoided through routine selector & staff review of print and e-book titles in OASIS and catalog searches. UF & FSU switched their approval plans to 'PDA-preferred' in Summer 2012 to streamline the plan and eliminate duplication between e-book/print versions.
- Publishers included in the plan: over 900 available on MyiLibrary
- Launch date – Dec. 8, 2011

the libraries and aggregators/vendors often deem unaffordable. Just as some publishers have historically limited the amount of their content available through e-book aggregators, some publishers may also limit the content they offer through a shared PDA model. Despite these hurdles, a majority of the approximately thousand publishers available on the MyiLibrary platform are participating and allowing shared e-book access on the FSU-UF plan.

Problem solving

Building and managing shared e-books PDA has not been without growing pains. Soon after the PDA was launched technical services and acquisitions staff at UF and FSU began to notice that print titles received from approval plans were too often duplicating e-books available in the PDA. In an effort to curb duplication and reduce expenditures, both libraries worked with the vendor to switch the print approval profiles to an e-books 'PDA-preferred' model. Ingram-Coutts identified eighty publishers which routinely issue an e-book within three months after the print edition is published. Print titles issued by any of the eighty publishers are sent as slips rather than automatically supplied on approval. Notes displayed in Oasis alerts the selectors that these publisher titles when issued as e-books will be funneled into the shared PDA, and firm orders for any of these titles are automatically cancelled by the vendor. The switch to a 'PDA-preferred' model is resulting in a significant reduction in print and e-book title duplication, but also permits the libraries to decrease funding for approval plans.

Unexpected problems can arise with a shared e-books plan, from notifications of e-books in the Oasis database that fail to display prominently to selectors, to publishers pulling out of the plan or placing restrictions on content. After months of participation in the shared plan, Cambridge University Press (CUP) announced they would no longer allow textbooks to be purchased with a multi-user license. Although many of the titles CUP publishes would not be considered traditional textbooks, many were being assigned to course reserves and treated as textbooks. At the time of the announcement 360 CUP titles had records loaded into

the PDA. Since CUP did not distinguish its textbooks through a separate publishing division there was no easy way for Coutts-Ingram to remove these titles from the plan without also excluding all other CUP titles. Coutts-Ingram offered a few options for dealing with this situation once the purchase threshold had been reached and ultimately the two libraries chose to accept automatic billing for three single-user licenses if the purchase price remained within the predetermined limit. This was viewed as a compromise, and CUP remained a participating publisher of the shared plan.

During the initial phase of the project FCLA - now the Florida Virtual Campus (FLVC) - agreed to provide centralized record loading services for the plan. While the advantages of having discovery records centrally loaded by FLVC for both institutions simultaneously is obvious, the program experienced a substantial delay in record loading prior to and after the implementation of the SUL's Shared Bib Implementation Project in July 2012. The scope of Shared Bib was so enormous that FLVC was forced to focus an extensive amount of personnel and resources on the planning, implementation, and post-implementation troubleshooting of the project. The delay lasted for almost six months and during this time new e-book records were not being loaded into the two libraries' catalogs. Because UF and FSU were using the 'PDA- preferred' approval model, hundreds of titles that no longer were shipped on the approval plans were not accessible as e-books. Fortunately by December 2012 e-book record loading began anew and the PDA is currently in full operation. It is unclear exactly what effect the six-month delay in record loading had on the PDA rate of e-book use and purchase.

Table 2: FSU - UF Shared PDA Plan --- First Year Summary							
Time Frame	**Allocation**	**Spend**	**Balance**	**E-Books purchased**	**Avg. cost per e-book**	**Total number of uses**	**Average cost per use**
Dec. 2011 - Dec. 2012	**$120,000.00**	**$44,505.87**	**$75,494.13**	**345**	**$129.00**	**3,865**	**$11.52**

Analysis of the plan

The FSU-UF PDA has been in operation since December 2011 and all indications are the program is robust and cost-beneficial. In calendar year 2012, the FSU-UF plan resulted in the purchase of 345 e-books at total cost of $44,505.87 for an average purchase price of $129. [See Table 2.] In addition to these books purchased after three uses, 811 e-books were accessed one time and 268 e-books were accessed two times, providing 1,079 "free uses" of e-book content not charged to the two libraries. In August 2012, acquisitions librarians at UF conducted usage analysis of the purchased e-books by Library of Congress (LC) class, the average cost per title, and the total uses by LC class. [See Table 3.] Surprisingly, the number of e-books purchased in the Humanities and Social Sciences subject disciplines (126 titles) was more than double the e-books purchased in Science, Technology, Engineering, Mathematics - STEM – plus Medicine (59 titles); however the average cost per e-book in the STEM+ Medicine fields was $143.72 or only ten dollars more than the average cost of an e-book purchased in the Humanities and Social Science disciplines, $133.02. Other notable statistics from the August analysis include 185 e-books purchased, 1,536 uses of the content, and a very reasonable cost of $16.43 per e-book use.

The FSU and UF libraries so far have viewed the PDA project as successful on a number of levels: the price per title, cost per use, and the general high use of the e-books purchased are noteworthy. Additionally, hundreds of e-books are being accessed by users that do not trigger a purchase which is a recognized advantage of a PDA plan. Finally, the research level of the books and the fact that many, if not most, of the e-books offered on the plan are issued by university presses contribute to an overall favorable appraisal of the PDA. Barring serious budget cuts or restrictions suffered by either library, the shared e-books plan should continue unheeded.

Conclusion

It is recognized by the work of Florida Janus Challenges' task forces and other consortial groups such as CPC that academic libraries in Florida must increase collaborative efforts to build collections, reduce duplication, and deliver online access to shared resources. An example of the latter is the proposed statewide SUL plan endorsed by CSUL in February 2011, a consortium plan in which both FSU and UF are participating. Once the statewide PDA begins operation – launch is now projected for early 2013 – college and academic libraries across the state of Florida will be watching its progress with vested interest. If successful, it might jump-start other exciting shared e-book collaborations, such as a statewide PDA project centrally managed by FLVC and consortial groups with institutions participating from the SUS, ICUF and FCS systems.

Steven Carrico has been an Acquisitions Librarian at the Smathers Libraries for nineteen years and has served on several committees in ALA/ALCTS, ACRL, and the SUL consortium. He has authored several publications including two previous articles for *Florida Libraries* on e-books and Patron-Driven Acquisitions plans.

Trey Shelton is the Electronic Resources Librarian at the Smathers Libraries at the University of Florida. Trey began his career at UF as the Print & Media Acquisitions Manager shortly after he earned his MLIS from the University of South Florida.

Roy Ziegler has worked at Florida State University since 2001 and is currently the Associate Dean for Collection Development. He received his Master's Degree in Library Science from the University of Missouri.

Table 3: Cost & Use by LC Class - August 2012						
LC Class	**Subject Area**	**Expenditure by LC Class**	**Titles Purchased by LC Class**	**Average Cost per Title**	**Uses in LC Class**	**Average Cost Per Use**
A-P & TR-Z	**Hum. & Soc. Sci.**	$16,760.99	126	$133.02	1,078	$15.55
Q, S, & T-TP	**STEM**	$4,190.09	28	$149.65	248	$16.90
R	**Medicine**	$4,289.40	31	$138.37	210	$20.43
Q, S, & T-TP + R	**STEM + Med**	$8,479.49	59	$143.72	458	$18.51
Totals for all subjects		**$25,240.48**	**185**	**$136.44**	**1,536**	**$16.43**

NOTES

1 - Council of State University Libraries, "Janus Challenges Task Forces," http://csul.net/node/1302 .

2 - "CSUL Committees," Council of State University Libraries. http://csul.net/committee.

3 - Michael Levine-Clark, "Developing a Multiformat Demand-Driven Acquisitions Model," *Patron-Driven Acquisitions: Current Successes and Future Directions*, Judith M. Nixon, et al., eds. (NY: Routledge, 2011), p. 84.

4 - Rick Lugg, "Collecting for the Moment," *Patron-Driven Acquisitions: History & Best Practices*, David A. Swords, ed., (Berlin: Walter de Gruyter, 2011), p. 21.

5 - Lynn Wiley and Elizabeth Clarage, "Building On Success: Evolving Local and Consortium Purchase-On-Demand Programs," *Interlending and Document Supply*, 40 : no. 2 (2012): 105-110.

6 - Michael Kelley, "Two Consortial Ebook Projects Move Deeper into Demand-Driven Acquisitions," *The Digital Shelf: Library Journal*, (June 20, 2012)

7 - Kate Davis, Lei Jin, Colleen Neely, and Harriet Rykse, "Shared Patron-Driven Acquisitions with a Consortium: The OCUL PDA Plan," *Serials Review*, 38 (2012): 183-187.

8 - Ross Atkinson, "Six Key Challenges for the Future of Collection Development," *Library Resources & Technical Services*, 50 : no. 4 (Oct. 2006): 244-51.

9 - In 2012 the ITN contract was awarded to Ingram's e-book subsidiary MyiLibrary.

10 - Norman Oder, "Baker & Taylor Acquires Blackwell North America, Will Merge into YBP," *Library Journal Online*, 12-7-2009. http://www.libraryjournal.com/article/CA6710238.html

11 - Erin Gallagher, Edward Hart and Sarah Pearson, "Two Florida Law Schools – One E-Book Collection," *AALL Spectrum*, 16 : no. 7 (May 2012): 5-7.

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Roy Ziegler, "Janus in the Sunshine," *Florida Libraries,* 51: no. 2 (Fall 2008): 10-12.

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Novice Teen Writers Take Off at Miami-Dade Public Library System

By Cynthia Bermudez

Five teens sit around a table, colorful post-it notes filled with words in front of them, their faces full of concentration. This was the scene at one of the mentoring sessions led by author Kekla Magoon last September when the Miami-Dade Public Library System kicked off its first Young Adult Writer-in-Residence program. The program was created in response to the Knight Arts Challenge, an initiative of the John S. and James L. Knight Foundation asking communities to transform themselves through the arts. The result was grant funding with additional support from the Friends of Miami-Dade Public Library providing the means to develop an intensive creative writing experience for teens.

The heart of the program was the mentoring component, designed to allow teens to work one-on-one with a published writer. Award-winning author Kekla Magoon was selected to fill this role. Magoon is the author of four young adult novels, including the ALA Coretta Scott King/John Steptoe New Talent winner, The Rock and the River and its recently published companion book, Fire in the Streets. In addition to her publishing experience, Magoon has worked extensively with this age group and was especially adept at connecting with the teens. As participant Rachel Nogues put it, “I loved being with a successful author who was very engaging and helpful as to improving my work.”

For ten weeks, Magoon met with small groups of teens each Saturday in 2-hour writing sessions. The teens learned about the craft and the profession of writing, had discussions about their favorite books and had fun along the way. At the close of the program, the teens had a chance to read for an audience during a reception held in their honor. In addition, participants will receive a book of their work, copies of which will also be added to the library’s collection.

To complement the mentoring sessions, the program featured an open forum allowing the library to reach out to more teens across the community. Once a month, Magoon held a workshop for teens focusing on one aspect of writing. Workshops entitled Wordplay, Calling All Characters, and The Plot Thickens drew over fifty teens hoping to hone their writing skills and learn more about the professional writing life. While they took place in libraries spread throughout the county, the programs were so popular they drew several repeat visitors.

For teens unable to attend any of the workshops, Magoon created a teen writing blog where she posted daily. From Monday Musings to Friday Forums, Magoon covered information on writing as a career, her life as a writer and connections to other writing

teens. Along the way, writing prompts, as well as exercises and tips provided developing writers another way to connect.

Reaction from teens who participated in the program has been overwhelmingly positive. As teen Rebecca San Juan stated on her final evaluation, "Overall I feel extremely fortunate to have been part of this program – to have been mentored by Kekla and be amongst fellow writers outside of school on a monthly basis was refreshing and rewarding." The mentoring program may have finished in November, but the library's connection with the teens continues; several of the participants will be back at the library to read their work during our International Art of Storytelling Festival in April. The enthusiastic response of the teens has given Miami-Dade Public Library the Writer-in-Residence bug; we can only echo the sentiments of one open workshop participant: "First workshop and certainly not my last! Loved, loved, loved it!"

Cynthia Bermudez has been a librarian at the Miami-Dade Public Library System for the last nine years. She currently manages two MDPLS branches, South Miami and Virrick Park.

FLORIDIANA WITH A TWIST:

FLORIDA SPRING FEVER

By Nancy Pike

This year we celebrate that Europeans discovered Florida 500 years ago. Legend has it that the impetus behind their search was a Fountain of Youth. Certainly many people would claim to have found that fountain in Florida's many freshwater springs. There are more than 700 known springs in Florida; some are among the deepest and largest in the world. The very largest springs are known as first-magnitude springs, of which there are 75 in the United States. 33 of those are in Florida, according to Doug Stamm in his book *The Springs of Florida* (Pineapple Press, 2008.)

Current European travelers, in particular. are attracted to Warm Mineral Springs in North Port for both its year-round 87 degree temperatures and the high concentration of health-giving minerals. An intriguing aspect of the spring is that carbon-dated remains from under the water testify that people were there 10,000 years ago, along with saber-toothed tigers and giant sloths.

At neighboring Little Salt Spring, divers from the University of Miami found a giant tortoise shell with a hole in it. Research and carbon dating indicate that the tortoise was cooked in its shell after being killed with a wooden stake about 12,000 years ago. Ancient people, Ponce de Leon, and 18th century naturalist William Bartram all marveled at one of Florida's natural wonders, its deep crystal-clear springs.

Several Florida springs are world famous. The mermaids of Weeki Wachee have been entertaining people from far away since 1947. Silver Springs has hosted visiting tourists since at least the mid-1800s. (A sunken boat there, thought to be of Spanish origin, could be as much as 400 years old. Was its owner fishing or sightseeing?)

Wakulla Springs, just south of Tallahassee, is a state park. It's one of the deepest and largest artesian springs in the world, protected by owner-conservationist Edward Ball beginning in the 1930's and purchased by the state in 1986. Although visitors can ride glass bottom boats when the water is clear, in the last few years, there have been many days when the boats were grounded due to pollution seeping in from far afield. This prevents viewers from seeing into the depths of the spring as they did years ago. For a fictional approach to these environmental issues, read *Murder at Wakulla Springs* by M. D. Abrams (2006), a Florida Book Awards winner.

Shrimp, crayfish, turtles, fish, alligators and manatees are among the many inhabitants of Florida springs. Both Homosassa Springs and Silver Springs offer glass-bottom boats for observing the wildlife in the waters.

Snorkelers and SCUBA divers are attracted to

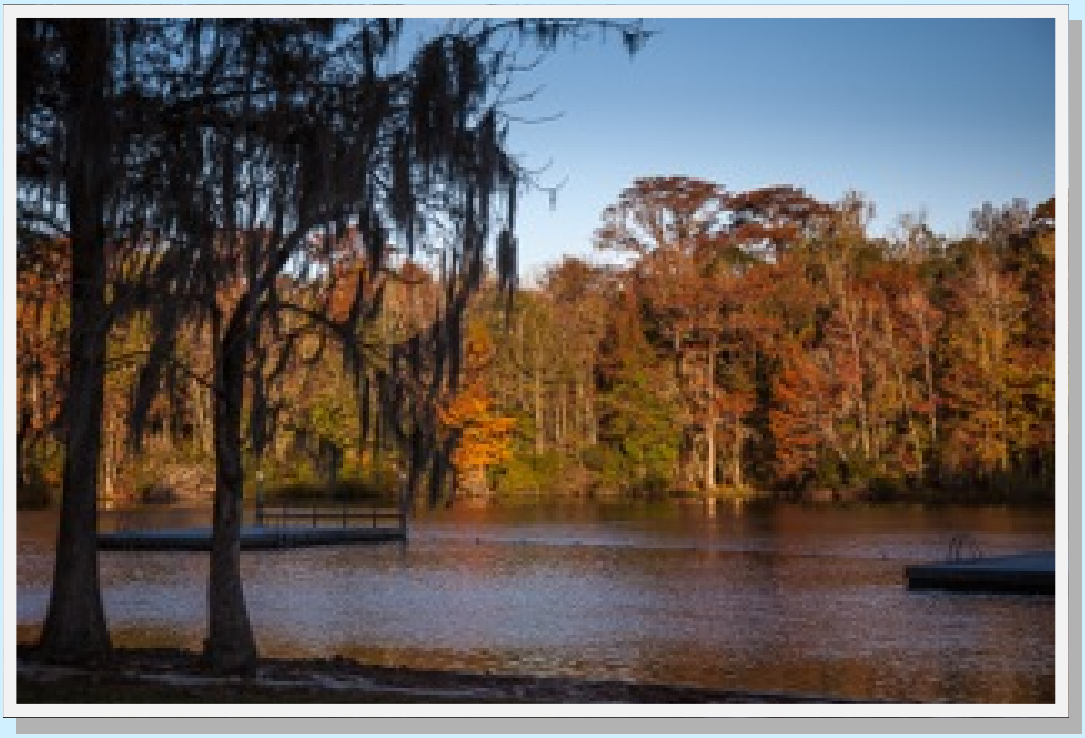
the springs, some of which have networks of caves. For example, Blue Grotto in Marion County caters exclusively to divers. An air bell thirty feet down lets divers remove their masks and observe their surroundings. Forty Fathom Grotto, a privately owned spring near Ocala, is a commercial training facility for divers. Ginnie Springs, north of Gainesville, another privately owned spring, is one of the most popular freshwater diving locations in the state.

The 15 Florida state parks named for springs attract more than two million visitors and contribute millions of dollars to the economy each year. Maintaining the quality of this diverse resource is a critical challenge. The State Department of Environmental Protection works hard at it, but budget restraints have affected its activity in the past few years.

- http://www.floridasprings.org/protecting/initiative/ - Describes the Florida Springs Initiative, established by Governor Jeb Bush in 2001, a comprehensive plan to restore and protect the freshwater springs of Florida.
- www.tampabay.com/specials/2012/reports/florida-springs/index.html - A multi-part report from the Tampa Bay Times on its investigation of the health of Florida springs.

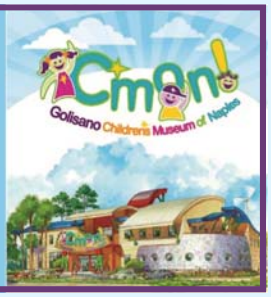
Additional information on Florida springs can be found at these Web sites:

- www.springsfever.org - "A field and recreational guide to 500 Florida springs". Descriptions and photos of most of them, including what activities are available and access information.
- www.underwaterflorida.homestead.com/springs.html - A Web site for divers that includes a special section on diving in Florida springs and sinkholes.
- www.floridaspringsinstitute.org - Lists mission and goals of the institute, including a three-year plan. Long list of spring resource links, a blog with up to date information on the institute's progress.



Nancy Pike is the former Director of the Sarasota County Library System and former President of the Florida Library Association.

Play Partners



By Isabel Castro

CMON is the acronym for the Golisano Children's Museum of Naples. The museum, LEED certified as the first "green" museum in Collier County, FL, opened in February 2012 and recently welcomed its 100,000th guest. In addition to being a place where children and their families can "play, learn and dream," there is a commitment to accessibility for all children. In this instance, the meaning of "accessibility" is not limited to physical and emotional issues, but financial limitations as well. Joe Cox, former Executive Director, described the partnership as another way of "fulfilling our vision of making the children's museum accessible to our community." And while museum and public library partnerships are not new, this is one of the newest.

One day after the launch of the museum's CMON Access Pass program, I felt like a political candidate waiting for results to come in from the voting districts. As the museum librarian I was asked to develop a program to provide free admission passes for check-out at county public libraries. The CMON Access Pass admits up to four people to the entire 30,000 square foot museum, which includes 12 exhibits and the Loos Art Gallery. The museum's policy stipulates that one guest be an adult and one a child. Regular admission

Trolley & World Café

to the museum is $10 dollars for anyone over a year old, so families can save up to $40 on a visit to the museum.

Finally, I held my breath and checked the online catalog to see if any access passes had been checked out. Happily, almost every branch had either a pass checked out or one on hold. Early returns showed that the community had gotten the message and come out to show their support. Soon we would welcome them to the museum.

Years before opening, CMON had already established a relationship with public libraries in Collier and Lee counties, thanks to an outreach program funded with a grant from Comcast. The "Museum Without Walls" program staff brought lessons about healthy

eating, world cultures and nature to area libraries. Therefore, it was natural to include libraries in the plan to help families afford the cost of visiting the museum. While reviewing the data for this article, I found visitors had checked out passes from one of Lee County's northernmost branches, about an hour and a half drive from the museum. I guess what is saved on admission can be spent on gas!

Here's how the program works. Each branch, plus the Bookmobile in Lee County, received a laminated folder and a quantity of brochure sized bookmarks, the folders contained vinyl pockets for duplicate printer receipts, and the bookmarks had the museums hours, directions, and sponsor logo printed on both sides. Two barcodes were entered for each of the folders and upon checkout, one printer receipt is stapled to the bookmark and a duplicate placed in the folder. The bookmark and receipt are then presented at the museum for admission. The passes can be reserved both in person and online

Everglades Exhibit

On the Beach Exhibit

and patrons have five days to pick it up. The valid pass can then be used once in the next seven days. Nothing has to be returned and library staff checks the receipts in the folder daily for expiration dates. So far the program has been very successful—perhaps too successful. According to Janet Pereira, Administrative Supervisor at the Collier County Public Library, every branch has outstanding requests. She wrote in a recent e-mail, "Headquarters has 34 holds on each pass, making the wait one year!"

My worries about "getting the word out" turned out to be unfounded. Surprisingly, the initial success of the CMON Access Pass was achieved without much promotion, even though the program's sponsors are media corporations; the *Naples Daily News* in Collier County and The News-Press Media Group in Lee. A brief explanation of the program, submitted by the Collier County Public Library, appeared in both the online and print editions of the *Naples Daily News*. Additional promotion consisted of flyers at

each library branch, posts on the CMON website and the 5,000 + "likes" Facebook page. Links to more information were added to the library home page and yours truly appeared on D'Latinos, a Southwest Florida Spanish language morning show. Last time I checked YouTube, the clip had eleven views. Hopefully more people watched the original broadcast. Just in case, I translated the information into Spanish and sent it to both library systems.

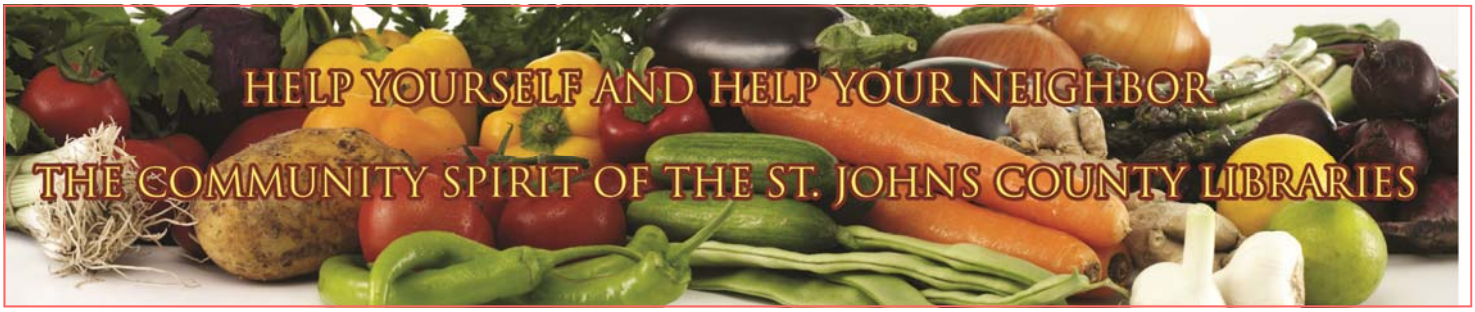
I knew the program, whether highly successful or not, would create work for area libraries and I applaud them for taking on yet another task, especially in these times of skeleton staff and record usage. As a former public library employee, I can imagine how many phone calls staff fielded regarding the pass and library procedures. Patrons unable to request a hold online would do so at the circulation desk or have to be instructed on a library computer, if one was available. We have heard from one citizen who objected to library staff spending time (taxpayer dollars) on non-library duties. Marilyn Graham, Director of the Lee County Library System (LCLS), feels the program "fits in well with some of our LCLS Core Values" and "meets the community's need for fun and educational experiences". Experiencing the museum, she stated, enriches and informs individuals, promotes life-long learning, cooperation, collaboration and connections, all LCLS Core Purposes. With libraries and most of the general public on board, CMON expects to see many guests able to visit thanks to the Access Pass.

The Golisano Children's Museum of Naples may be the newest, but as previously stated, not the only Florida museum that partners with its local public library system. Palm Beach County Library has a summer program that admits cardholders to 15 museums and Miami-Dade's pass offers nine different attractions, including the zoo. I am sure there are, and will continue to be, many other institutions that form alliances with libraries to accomplish their mutual missions of serving the educational and recreational needs of the community.

CMON Library

Isabel Castro, MLIS, is the former Librarian & Early Childhood Coordinator of the Golisano Children's Museum of Naples, FL. She received her MLIS at San Jose State University.

Isabel is a member of FLA and Treasurer of REFORMA de Florida.



By Carolee Bertisch

In 2009, the St. Johns County Food Closet shelves were empty. Families in the county were suffering after losing jobs and homes due to the recession. Social Services representatives came to visit the Management Team for the St. Johns County Libraries, invited by Debra Rhodes Gibson, Library Director. A plan went into action to help patrons continue to use their library cards and help the Food Closet at the same time by starting a program titled Food For Fines, that Debra had used previously in Palm Harbor, FL.

The call went out to library patrons asking them to "Help fill an empty table in your county this holiday season." They responded with enough sealed, non-perishable food items to fill the St. Johns County Food Closet from Christmas to June the first year.

Library patrons were extremely generous in 2009, donating 9,746 items, then doubling the amount in 2010 with 18,614 items, down in 2011 to 14, 515 items due to the effects of the recession and then over the top in 2012 with 21,514 items collected in a period from November 5, 2012, to January 5, 2013. The extra time was extended to January because the $25 limit on fines was reduced to $10 and this gave people extra time to take care of their fines.

Colorful flyers (see image below) were placed in all six libraries and two bookmobiles, inserted into books checked out and publicized in the local newspapers. "For those with Library Overdue Fines, up to $1 will be waived for each item donated," it stated.

"What happens now after four years," according to Amy Ring, Ponte Vedra Beach Branch Manager,

"is that people wait for Food For Fines to pay what they owe. We even make a note on their records to let staff know their intentions. Many people bring a few more items than they need and say, 'Give these donations to someone who doesn't have enough to cover the fines.' There are even people who just donate without having fines. It's such an easy way to do it in the library. A mother came in, desperate for her son to do a report but the family had a $35 fine. She went right over to Winn-Dixie close by and brought back $35 worth of cans to pay the fine."

One day a woman carried in a large brown grocery bag filled to the brim with canned goods, even though she owed nothing. Amy checked every can to make sure it was unexpired and put the items in one of the waiting crates.

According to Valerie Peischel Mull, Main Library Branch Manager, "In addition to the obvious good that FFF is for our community, a side effect is that conversation is stimulated between staff and patrons beyond, 'Did you find what you were looking for?' and 'Have a nice day.' Patrons express how happy they are to be able to help others by paying their fines this way."

Once or twice a week, Eric Giles, the courier for the libraries, picks up the crates from each building site, and brings them to the Food Closet.

"You should have seen the empty shelves when I started in November," said Eric, "and watched them fill up each week until the shelves look like the picture." (insert picture) The Food Pantry goes from being limited to giving out just one or two items to having bags filled with food to take home.

Michelle Manor is the Team Leader for Social Services in St. Johns County, Health and Human Services. "We love this program because it gives residents a chance to give back. I was late on purpose with a CD to return, so that I could donate," she said. "This year we moved to a larger room, double the size of the former one, and it is totally full, plus we have at least 20 more boxes, thanks to Food For Fines and the library patrons."

When people who need food come in, Michelle and her staff of eleven use the opportunity to sit

down and talk with them about other services available. They make sure they know about applications for food stamps, available help with rent and utilities, life issues and shelters. There is a resource center with computers, help with job quests, resumes and online applications. Meeting people at the Food Pantry enables the staff to explain other ways they can help those in need.

This Program is just one aspect of the generosity of St. Johns County library patrons, who reach out to help their neighbors. The mission statement for the library system states, "will provide organized access to meet educational, informational, recreational and cultural needs of the general public." The libraries are community centers for all ages and groups, and the motto is "Connect, Learn and Enjoy at Your Library." This is reinforced at all times by the Director, Branch Managers and the Library Advisory Board.

Below are two examples of additional community support partnerships involving the library:

- JCPCares Giving Tree: During the holidays, all of the libraries in St. Johns County also host JCPCares.org, a non-profit Julington Creek Plantation organization with their Giving Tree program. Through their Giving Tree, JCPCares has provided for animals and environment, senior medical care, and children who are homeless or abused in St. Johns County during the past five years. Their mission is "Helping the Community Through Helping Others In Need." Library personnel put up a tree and JCPCares volunteers bring ornaments for the trees, each with a tag on the back that says, for example, "sweatshirt for a five year old" or "cane for an 80 year old." Patrons choose an ornament, fill the need and bring back the item unwrapped with the ornament and leave it under the tree.
- Books-A-Go-Go: (http://www.booksagogo.org/) This program is a permanent fixture in all the libraries. Their motto is, "The book you donate could change a child's life." There is a box in the Children's Department with their logo on it for donated books. Betty Metz, President, and her volunteers, pick up the books when the carton is filled and bring them to Title 1 schools in the county, to give to children in need. Although the books are used, most are in superb condition.

"The staff is always willing to help with these projects without grumbling," said Debra Gibson, "when they see all the community spirit and generosity from patrons."

Anastasia Island Branch Manager Harold George summed up the experience of Food For Fines and said, "The program is a great opportunity to turn a perceived negative into a definite positive, people helping themselves by helping others."

Carolee Ackerson Bertisch is the former English Facilitator and Writing Coordinator for the Rye Neck School District in Westchester County, NY. After serving as the President of the Friends of the Library-Ponte Vedra Beach, she is now the Chair of the St. Johns County, FL, Library Advisory Board, and was recently appointed as a member of the Florida State Library Council. She is also the author of two books, *Who Waves the Baton?* and *Walking To The Beat*.

New Possibilities and Partnerships

2013 Annual Conference Preview

Join us in Orlando!

Hundreds of library employees, volunteers and vendors are headed to Orlando soon for an exciting and educational experience at the 2013 FLA Conference. With over 66 sessions, the Conference Committee, the FLA staff, and conference coordinators have been hard at work to make this your best conference EVER!

There are many offerings for everyone beginning the very first morning with the General Session featuring our Keynote Speaker, Duane Bray, Partner and Head of Global Digital Business at award-winning global design company IDEO. Come hear how human centered design thinking can impact the future of libraries. Then enjoy a day of sessions, the One Book One State discussion of *The Dragonfly Effect*, and meet back together for the opening of the Exhibit Hall later in the afternoon. Check out the poster sessions, silent auction and author tables, too. For friends of the FSU or USF Schools of Information, don't forget they are both hosting receptions Wednesday night.

On Thursday the day starts early at the Exhibit Hall with coffee. Our vendors are the heart of our conference, giving us all a chance to see and test drive the latest in library materials, services and technology. And if you are involved with library programming, don't miss the Performers Showcases and note that Friends of Libraries will meet over lunch for awards. End your day with a knosh, drinks and music at the President's Reception, make your bids at the Silent Auction finale, stop by the author book signings area and compete in the wildly popular wine toss! Imagine a few hundred librarians with their 'hair down' – you really shouldn't miss it.

Friday starts with coffee again and the Cyber Zone, then sessions and the closing lunch with Keynoter Bill Barnes, the riotously funny *Unshelved* comic strip creator. Nancy Pearl says that *Unshelved* creators Gene and Bill are as "funny in person as they are in their comic strip. They'll tell you important things as they keep you laughing nonstop with their unique perspectives on libraries, books, customer service, or whatever else you can convince them to talk about." Sounds like a great way to wrap up, doesn't it?

I hope to see you there!

— *Barbara J. Stites*
President
Florida Library Association

Special Events

Cartoon Contest

Submit your "worst library story" at the registration desk by 2:00 p.m. on Thursday, May 2.
Bill Barnes, cartoonist and author will select one story to turn into a cartoon,
to be revealed at the closing General Session.

Wednesday

- First time at the FLA conference or just joined FLA? The New Members Roundtable program, 8:00 to 9:00 a.m. in Lake Down is just for you.
- Duane Bray of global design company IDEO starts us off with a trip into the future, first General Session, 9:30 to 11:15 a.m., Orlando I Ballroom. (lower level)
- Student members of FLA are invited to a Mixer on Wednesday, 1:00 to 2:00 p.m., Lake Sands.
- Exhibits open at 4:30 p.m. on the lower level and there's a reception from 5:00 to 6:00 p.m.
- Florida State University Reception, 6:30 to 8:30 p.m., Lake Nona.
- University of South Florida Reception, 6:30 to 8:00 p.m., Lake Sheen.

Thursday

- Performers' Showcase offers sample programs for children (10:30 a.m. to 12:00 p.m.) and for adults (2:15 p.m. to 3:15 p.m.), Orange I. (lower level)
- Friends Day! Enjoy lunch with library Friends and board members from all over the state, Lake Lucerne, 12:15 to 1:45 p.m. (ticketed event)
- President Stites invites you to a reception at the lower level foyer and patio for scholarship fundraising events, the Silent Auction and a chance to meet award-winning authors, 5:30 to 7:00 p.m.

Friday

- The new CyberZone – two hours of technology, 9:00 to 10:00 a.m., Lake Florence.
- Finish off your conference experience with lunch, awards and fun. Bill Barnes, the cartoonist who draws *Unshelved*, will reveal the "Worst Library Story" winner, 11:30 a.m. to 1:30 p.m., Orlando I. (lower level)

Florida Library Association 2013 Annual Conference

SCHEDULE-AT-A-GLANCE

Tuesday, April 30		
1:00 – 4:30 PM	Orlando Public Library	Pre-Conference Workshop: Leadership/Management Spectrum
5:00 - 7:00 PM	Hilton Orlando	Registration open
6:00 - 7:30 PM	Hilton Orlando	Meet Up by the Pool at Tropics Bar & Grill
Wednesday, May 1 – HILTON ORLANDO		
7:00 AM - 7:00 PM	Registration & Information Desk Open	
7:30 – 9:15 AM	Florida Mystery Writers Association Breakfast (pre-registration required)	
8:00 – 9:00 AM	New Member & First Time Conference Attendee Orientation	
9:30 – 11:15 AM	General Session with Keynoter Duane Bray, IDEO	
11:30 AM – 12:30 PM	Breakout Sessions	
1:00 PM – 2:00 PM	Breakout Sessions; Student Member Mixer (by invitation)	
2:00 – 2:15 PM	Session Break	
2:15 – 3:30 PM	Breakout Sessions	
3:30 – 3:45 PM	Refreshment Break	
3:45 – 4:45 PM	Breakout Sessions	
4:30 – 6:00 PM	Exhibit Hall open: Exhibits, Poster Sessions, Silent Auction & Author Tables	
5:00 – 6:00 PM	Exhibits Reception	
6:30 – 8:00 PM	Receptions – Florida State University & University of South Florida	
Thursday, May 2 – HILTON ORLANDO		
7:30 AM - 7:00 PM	Registration & Information Desk Open	
8:00 – 8:30 AM	Coffee Klatch in Exhibit Hall	
8:00 – 11:45 AM	Leadership Voices recordings	
8:00 AM - 4:00 PM	Exhibit Hall open: Exhibits, Poster Sessions, Silent Auction & Author Tables	
8:30 - 9:30 AM	Breakout Sessions	
9:30 - 10:30 AM	Coffee with Exhibitors (no conflict time)	
10:30 AM - 12:00 PM	Breakout Sessions & Performers' Showcase I – Children's Performers	
12:00 - 1:00 PM	Lunch available for purchase in Exhibit Hall	
12:15 - 1:45 PM	Friends, Foundations & Boards Member Group Awards Luncheon & Business Meeting (ticketed event)	
1:00 - 2:00 PM	Breakout Sessions	
2:00 – 2:15 PM	Session Break	
2:15 – 3:15 PM	Breakout Sessions & Performers' Showcase II – Adult Performers	
3:15 – 4:00 PM	Refreshment Break in Exhibit Hall	
4:00 – 5:00 PM	Breakout Sessions	
5:30 - 7:00 PM	President's Reception, Silent Auction Finale, FL Book Awards Authors Signing	
Friday, May 3 – HILTON ORLANDO		
7:30 AM - 12:00 PM	Registration & Information Desk Open	
8:00 – 9:00 AM	Coffee Klatch	
8:00 – 10:00 AM	Cyber Zone	
9:00 - 10:00 AM	Breakout Sessions	
10:00 – 10:15 AM	Session Break	
10:15 - 11:15 AM	Breakout Sessions	
11:30 AM - 1:30 PM	General Session with Keynoter Bill Barnes, *Unshelved*	
1:45 - 4:00 PM	FLA Executive Board Meeting	

Highlighted Areas of Interest

For more information, see http://www.flalib.org/conference_2013.php.

Technology

- Wonky Wikis and Googleless Scholars: Selecting the Right Resources for Your Academic Success
- The 21st Century Library: Innovation is Key
- Viva Florida 500: Finding History in the Florida Electronic Library
- From Technology to Tutoring: Providing Undergraduates an Encompassing Palette of Services
- FABbulous Centers: Empowering Libraries to Get Innovative and Creative with Hi-Tech Technology
- Digital Librarianship: Building Digital Collections and Preserving Local History
- Florida Virtual Campus: New Possibilities and Partnerships? We Got 'Em!
- Using Technology to Energize Teens and Tweens
- Creating a Social Media Strategy
- Online Collaboration in a Statewide Database of Library Services to Latinos & the Spanish Speaking in Florida
- The 24/7 Librarian: Using Video Tutorials to Meet Patrons at Their Time of Need
- Reaching Students and Faculty through Short Videos
- Social Applications on the Verge

Outreach/Programming

- Thrifty Ideas for Adult Programming: How to Start or Grow Your Adult Library Programs Without Breaking the Bank
- Relating to Today's College Student: Strategies for Communication and Action in Instructional Settings
- FLA One Book, One State Discussion
- Florida Virtual Campus: New Possibilities and Partnerships? We Got 'Em!
- Powerful Partnerships for Workforce Recovery
- Performers' Showcase II – Adult Performers
- Reaching Students: Developing a Library Ambassador Program
- Helping Hand Day: Bringing Social and Employment Services to People at the Public Library
- Creating a Social Media Strategy
- Online Collaboration in a Statewide Database of Library Services to Latinos and the Spanish Speaking in Florida
- Getting to Know the Neighborhood: Forming New Partnerships to Expand Opportunities

Children/Youth Services

- Words Can Hurt Too and Libraries Can Help Heal: New Possibilities and Partnerships as Bullying Awareness | Advocate
- Creating an iPad Pilot Program for Your Children's Area
- Every Child Ready to Read: See it in Action!
- Templates for Partnerships Benefiting Youth
- Quick and Dirty: A Workshop for Youth Librarians
- Performers' Showcase I – Children's Performers
- Steps to Successful Teen and Teen Volunteer Programs
- Using Technology to Energize Teens and Tweens
- Teen & Tween Programs on a Budget
- Dig In: Make History Come Alive with Viva Florida 500 Summer Activities
- Ready to Read: Zero to Three – Mobilize Your Community to Invest in Early Literacy

Information Services/Reference

- The 21st Century Library: Innovation is Key
- Viva Florida 500: Finding History in the Florida Electronic Library
- From Technology to Tutoring: Providing Undergraduates an Encompassing Palette of Services
- Assessment Blitz! Getting Started with Techniques and Tips You Can Use
- Hot Topics in Intellectual Freedom
- Florida Virtual Campus: New Possibilities and Partnerships? We Got 'Em!
- Reaching Students: Developing a Library Ambassador Program
- Creating a Social Media Strategy
- The 24/7 Librarian: Using Video Tutorials to Meet patrons at Their Time of Need
- Reaching Students and Faculty through Short Videos

Authors & Books

- Florida Mystery Writers Association Breakfast
- New Possibilities in Publishing
- FLA One Book, One State Discussion
- 2012 Florida Book Award Winners Discuss Their Books
- Interactive E-textbooks: Creating new Possibilities for Learning and a New Way to Think about Library eResources
- A Funny Thing Happened on the Way to the Library
- Author Signings in the Exhibit Hall

Management/Leadership

- Leadership/Management Spectrum – Pre-Conference
- What Do Library Directors Really Expect from Applicants: An Open and Honest Discussion
- Assessment Blitz! Getting Started with Techniques and Tips You Can Use
- FLA One Book, One State Discussion
- Leadership Voices
- The Leaders Tour: Library Tours for Community Leaders
- Hot Topics in Intellectual Freedom
- Continuing the Possibilities: Succession Planning for Library Leadership
- Building Leaders: Paths to Partnership
- Building Consensus with Stakeholders When Designing a Public Library
- We Didn't Have $14 Million to Renovate: Innovative Space and Furniture Initiatives
- Library Signage
- Librarians as Designers: User Experience Thinking
- Expanding the Library's Value to the Organization: Services for Senior Administrators, Executives, and Government Officials
- Security & Safety 101: Developing a Self-Help Guide for Your Library
- All Hands on Deck: Using Cross-Sector Collaboration to Achieve Institutional Information Literacy Goals

Marketing/PR

- Viva Florida 500: Finding History in the Florida Electronic Library
- Novel Partnerships to Expand Your Library's Reach
- FLA One Book, One State Discussion
- Library Signage
- The Leaders Tour: Library Tours for Community Leaders
- Building Consensus with Stakeholders When Designing a Public Library
- Multicultural Marketing Strategies for Vibrant Libraries of the Future
- Expanding the Library's Value to the Organization: Services for Senior Administrators, Executives, and Government Officials
- Creating a Social Media Strategy
- Reaching Students and Faculty through Short Videos

Teaching/Learning & Information Literacy

- Wonky Wikis and Googleless Scholars: Selecting the Right Resources for Your Academic Success
- Relating to Today's College Student: Strategies for Communication and Action in Instructional Settings
- From Technology to Tutoring: Providing Undergraduates an Encompassing Palette of Services
- Using Instructional Design to Create Substantive Learning Opportunities: A Practical How-To
- Assessment Blitz! Getting Started with Techniques and Tips You Can Use
- Interactive E-textbooks: Creating new Possibilities for Learning and a New Way to Think about Library eResources
- The 24/7 Librarian: Using Video Tutorials to Meet Patrons at Their Time of Need
- Reaching Students and Faculty through Short Videos
- Ready to Read: Zero to Three – Mobilize Your Community to Invest in Early Literacy

Personal Development

- The 21st Century Library: Innovation is Key
- There's a Librarian for That! Interesting Possibilities and Partnerships
- The Creativity Dynamic for Today's Library
- FLA One Book, One State Discussion
- Hot Topics in Intellectual Freedom
- Building Leaders: Paths to Partnership
- Change Provides a World of New Possibilities
- Create and Innovate! How to Champion Creativity and Innovation in Your Organization
- Security & Safety 101: Developing a Self-Help Guide for Your Library
- One Person Libraries: Using Relationships to Recapture Skills

Collection Development & Management

- New Models in eResource Licensing
- The 21st Century Library: Innovation is Key
- Playing in the Big Leagues: Douglas County Libraries and Its Partnership with Publishers
- Digital Librarianship: Building Digital Collections and Preserving Local History
- Creating Cataloging Efficiencies: Managing Metadata for eBook Collections
- Interactive E-textbooks: Creating new Possibilities for Learning and a New Way to Think about Library eResources
- RDA Cataloging on a Shoestring: Implementing RDA Without Breaking the Bank or Losing Your Mind

Message from the Executive Director

Thanks to its dedicated membership, the Florida Library Association is alive with new possibilities and partnerships.

Library Legislative Day was held in Tallahassee in March. On March 11 and 12 more than 100 library advocates visited legislative offices to make the case for funding State Aid for public libraries, multi-type library cooperatives and the library automation and electronic resources for state university and college libraries. The Tampa Bay Library Consortium organized a meet-up at Andrew's, a popular Tallahassee watering spot, on March 11. FLA's Legislative Committee, led by Mary Brown and with outstanding support from the Pinellas Public Library Cooperative and participating libraries, arranged for displays of innovative programs in the capitol rotunda on March 12. Signed, limited edition prints, this year of a rural south Florida scene, were provided by Doug McNamara of Mumford Library Books. The financial contributions of all who donate to the Honor Roll for Advocacy make possible Library Day and FLA's advocacy efforts.

This year brought the first Webinar especially for Friends groups, made possible by the efforts of Carol DeMent of the Panhandle Library Access Network and Deborah Hohler, leader of FLA's member group for Friends, Foundations and Boards.

All of FLA's committees have been hard at work this year. With the 2013 conference fast approaching on April 30 – May 3, the Conference Committee has assembled a wonderful array of programs and speakers that will make it hard to choose which ones to attend. For the first time in several years, there will also be a preconference program on Tuesday, April 30. Kevin Griffith, Libraries Administrator at the Pasco County Library System will present the Leadership/Management Spectrum as a preconference workshop. Registration for the conference and hotel are already ahead of last year. We're looking ahead to next year, too, when the 2014 annual conference will be held at Orlando's Buena Vista Palace on May 7-9.

With strong leadership by FLA's board and the many contributions of its members, the Florida Library Association is well positioned to continue its work on behalf of Florida's libraries. Thank you for being a part of the Florida Library Association!

Faye C. Roberts

Executive Director

What will you find at this year's conference?

New Possibilities and Partnerships

Wednesday's Opening Session with Keynote Speaker Duane Bray

Fridays' Closing Session with Bill Barnes, cartoonist and co-author of the online comic strip *Unshelved* and Cartoon Contest

Plus, nearly 100 events, meetings and break-out sessions on interesting and exciting topics that you won't want to miss!

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