In This Issue

Academic Libraries Moving Ahead with Student Tech Fees • Florida Reads: Saving the Small Business One Florida Novel at a Time • Libraries in Florida: A Fundamental Snapshot of Their Value • Patron-Driven Acquisitions and Collection Building Initiatives at UF • Floridiana with a Twist: Spring 2011 Florida Book Festivals • New Branch Library Emerges from an Innovative Library Partnership • "First Steps" Parent/Child Workshops Bring Families to the Library PLUS — FLA 2011 Annual Conference Preview

TABLE OF CONTENTS

Florida Library Association

Send articles for *Florida Libraries* to Editor Maria Gebhardt, Broward County Libraries, **mariagfla@gmail.com** by January 7 for Spring issue; July 15 for Fall issue.

Message from the President

What will the library of the future look like? Will libraries survive in an era of rapidly changing technology? If libraries survive will they be radically different from today's libraries or will the change be incremental? What role will librarians play in our future society? These questions have been asked by librarians, library supporters, and library funders for at least the past forty years. Unfortunately, reliable answers have been hard to find. To use an analogy from the musical group Chicago, *does anybody really know what time it is*?

I am pleased to say that the upcoming Florida Library Association 2011 Conference and Exhibition "Open Libraries…Open Minds" has an outstanding line up of speakers and programs that will address these big picture topics while other sessions will provide hands-on practical information about technology and its impacts on libraries and society in general. Every single day of the conference is packed with content that will appeal to public, academic or special librarians. Among Wednesday's programs are: *Planning For the Future: Using Database Usage Statistics to Map Out Future Library Development* led by Dr. Charles McClure, *QR Codes: Library Branding 2.0* with Tom Cipullo, *Head in the Clouds, Feet on the Ground: Finding The Right Path to Adopting New Technology* with long time library information industry insider, Carl Grant and Florida Library Information Systems guru, Dr. Richard Madaus. Wednesday wraps up with: *A Conversation, When Millenials Rule the World* which should prove enlightening to those of us who manage them.

On Thursday our keynote speaker, Dr. R. David Lankes from Syracuse University will, address how librarians can be instruments of radical community improvement in terms of technology, economic development and a renewed focus on knowledge over collections. We will also hear from Roberta Stevens, President of the American Library Association. Roberta has been an outspoken and effective advocate nationally for library services. Just before lunch, *We Are What We Own: Deselection Strategies for our Profession's Viability* will start to address core issues facing the profession and our role of acquiring books and other information.

On Friday we will hear from popular speaker De Etta Jones who will continue to address our theme with: *Creating our Future: Building the New Normal for Florida's Libraries*. At our final event of the day, the Second General Session and Awards luncheon, we will be entertained by Florida author Tim Dorsey. The programs I have highlighted are just a few of the many information-packed presentations that will be available at the conference. There really will be something for everyone at this conference. Costs for the conference have been kept as low as possible and I believe your experience will be well worth the expense.

As I write this, the State Legislature is just beginning to debate budget cuts. We have seen some positive signs for public library funding including inclusion in Governor Scott's budget proposal, but the final results won't be known until the end of the legislative session. I hope to see you in Orlando where you can celebrate or commiserate with your colleagues.

John J. Callahan III
President, 2010 - 2011

Academic Libraries Moving Ahead with Student Tech Fees
By Nancy Cunningham

Learning commons, knowledge commons, GeoCommons, flip cameras, e-readers, e-books and iPads…what if anything do these have in common? Besides being related to what libraries are doing to create new spaces and expand patron access, each of these represent actual state academic library projects funded by new student technology fee funds. In this age of declining state university library budgets and few new sources of revenue…could these student tech fees support academic libraries in achieving their technology goals?

Created in 2007 in a bill to amend Florida Statute Title LVIII, Chapter 1009.24, technology fees from state university students were not collected until the fall term of 2009. Since then, state universities have generated millions of additional technology dollars in a time of diminishing and uncertain higher education budgets. The statute allows that "each university board of trustees may establish a technology fee of up to five percent of the tuition per credit hour." Specifically, it indicates that revenue from this fee "shall be used to enhance instructional technology resources for students and faculty."

Since 1994/1995, state university libraries have been receiving funds from the Florida Center for Library Automation (FCLA) to purchase technology equipment. Initially used to replace dumb terminals with personal computers, these monies in many cases have been the mainstay of state university library budgets to continue to replace and upgrade computers, launch digitization projects, and keep pace with emerging technologies that expand patron access to resources. For many libraries, these funds represent their only "technology" budget. Reduced university budgets resulting from the recent recession and concomitant decreases of funds provided through FCLA create a challenge for library administrators to feed the *technology beast* with diminishing fiscal resources.

Assessment of student tech fees
The technology fee is assessed on a per credit hour basis. On average, state universities charge $4.75 per credit hour for undergraduates and up to $15.49 for resident graduate students. For large producers of student credit hours, such as the University of Central Florida with approximately 624,206 in fall 2010, student tech fees can generate approximately $3.45 million per semester. Universities such as University of Central Florida, Florida State University, and University of Florida that generate close to or over 500,000 student credit hours annually have the potential to generate millions of dollars in student tech fees each semester.

According to the State University System of Florida Operating Budget Summary FY 2009-2010, estimated expenditures from the technology fee for University of Florida and University of Central Florida reached $6 million with Florida International University closely behind at $5.7 million.

Criteria for project funding
The use of the fee as defined by the statute is broad, with its only guideline being that it should be used to "enhance instructional technology resources for students and faculty". Each university has created its own evaluation criteria for funding approval and methods for how monies will be monitored and distributed.

In many cases, acquired funding is achieved through a competitive review process. For example, at University of South Florida proposals are approved based on how the technology project best supports student success (a new program initiative) and students and faculty with disabilities, among other criteria. University of Central Florida's criteria allows for furniture and facilities improvements if they are tied to a specific technology project. Many institutions have guidelines which indicate a favorable consideration of a proposal if the project involves collaboration with other units.

Universities have also developed clear categories of projects and activities which will not be supported by technology fees. These include the purchase of faculty or staff computers, hardware and software for administrative purposes, labor costs of certain personnel classifications, and the purchase of printing or copying supplies. All state universities, which use the proposal review process, require that proposal objectives be tied to the institution's strategic plan and some require definitions for measurements of success through data collection within the project's timeline.

Most academic library proposals seeking tech fee funds from their universities have been approved with few exceptions. In 2009, University of South Florida's Tampa Library submitted two proposals. The first proposal's goal would create a multimedia center in the library. However, it was rejected. The student committee consisting of representatives from all USF campuses believed that if this proposal were approved only Tampa-based campus students would benefit. Instead, they chose to approve the library's second proposal to create a Learning Commons Online in collaboration with USF Tutoring and Learning Services. In contrast to the first proposal, the Learning Commons Online provides tools such as online tutoring and software video tutorials that students, independent of campus location, can access twenty-four-seven.

The process of how individual universities evaluate proposals, manage, and distribute the funds continues to evolve and change. Some universities such as USF have decided to distribute tech fees to regional campuses separately according to student credit hours while others manage funds centrally. Some universities have separated the fees funds, one for recurring monies to units and another for one-time projects.

Student involvement and transparency

The analysis provided in the original Florida senate bill (CS/SB850) documents its intent to include student participation in the decision making process. Since the bill was passed, many universities have been busy setting up and directing technology fee committees to work with student government associations to establish proposal criteria and approval processes. UCF created a Technology Fee Committee consisting of eight undergraduate and graduate students, four faculty members, one staff member from the Faculty Center for Teaching and Learning, and two staff from central IT.

Universities such as USF, UCF, FIU, and others have created student technology fee Web sites, http://it.fiu.edu/techfee/2009_techfee.html#3, where proposals (both accepted and rejected) are posted along with the amount of funds approved and the unit and individuals responsible. In addition, the Web sites publish methodologies for proposal review and describe decision-making processes among the various student, administrator, and faculty review committees. In some cases, students have had the opportunity at student government meetings to communicate their approval of specific proposals by casting votes in town-hall types

of forums or on the Web site. University-created Web sites, social media channels, and face-to-face meetings are all attempts to create transparency of the tech fee proposal selection process and keep students informed about how their fees are being spent and who is accountable.

Academic library proposals for tech fees

Since 2009, an estimated total of $4.5 million in student tech fee funding has been approved for technology. See Table 1 on Page 7. Library proposals to student tech fee review committees come from a variety of functional areas and units including public services, technical services, e-resource management, and circulation, and strive to accomplish a wide range of objectives. Project goals have included the creation of different types of library commons environments (i.e., online learning commons, knowledge commons, and GeoCommons), launch of digitization projects, implementation of discovery tools such as Summon, expansion of laptop loan programs and access to online materials such e-books, introduction of e-readers and iPads available for student checkout, as well as replacement of outdated public access computers.

At UCF, student tech fees contributed to the creation of the new "Knowledge Commons". According to Meg Scharf, Associate Director of Public Services at UCF Libraries, "The tech fee enabled us to revitalize an area of the building which needed to be made much more useful to students through the addition of more power outlets, new computers and new seating spaces. We would not have been able to achieve this at this time without the student technology fees".

Librarians also have submitted proposals to support and encourage student use of new technologies such as e-readers like Kindles and iPads with the added goal of familiarizing library staff with the use of these gadgets as new vehicles of information delivery. FIU's recently approved "Flip for Your Library" project involves the purchase of flip video cameras for first-year composition students for use in creating library videos. In a recently approved proposal at UCF, iPads are being purchased for students to checkout.

New opportunity

The technology portion of any library budget is critical to keep it moving ahead, expanding access to resources and developing innovative ways to deliver

> **"University-created Web sites, social media channels, and face-to-face meetings are all attempts to create transparency of the tech fee proposal selection process and keep students informed about how their fees are being spent and who is accountable."**

information to patrons. The technology fee represents a new and necessary source of funding for library-initiated technology projects. These funds are generated by students, not state revenues, and in many cases successful project proposals are approved with their input. For academic libraries, the proposal process is an opportunity to define and identify student and faculty instructional technology needs and thereby craft relevant and collaborative proposals which tie project results to outcomes with metrics that campus administrators understand and appreciate. While library budgets face threats of more reductions, this new funding source offers the potential for closer collaboration with students and greater accountability and visibility for how library projects impact the university mission and goals.

Nancy Cunningham is the Director of Academic Services at the USF Tampa Library. She has been directing and coordinating public services in academic libraries for over fifteen years, working at USF Libraries since 2005.
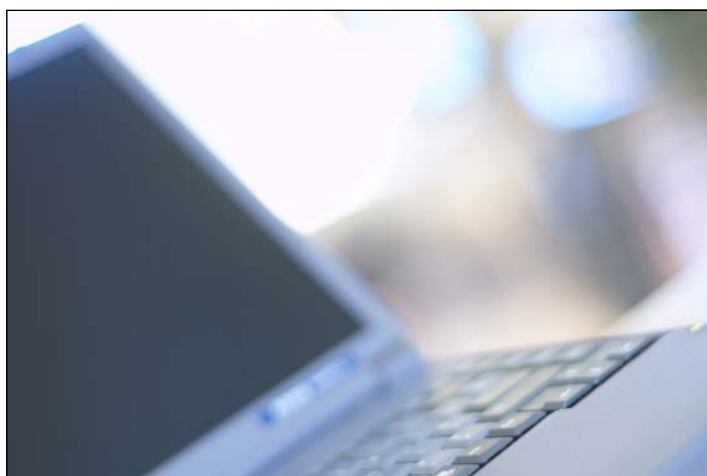
Table 1. State academic library approved technology fee proposals and funding[7]		
Institution	**Focus on Funding**	**Total Approved Funding during 2009 to 2011 (estimated)[8]**
FAMU	Enhancement of printing & copying services.	$22,300
FAU	Multimedia hardware and software, library laptops enhancement, installation of Bookeye scanner, Zoomtext, Easyreader, replacement of public computers.	$444,309
FIU	Flip cameras for student library video creation, expansion of laptops, creation of GeoCommons and GIS laboratory, purchase of e-readers, support for Caribbean research, expansion of selected e-resources.	$647,947
FGCU	Software licenses, annual recurring maintenance cost, replacement of out of warranty servers.	$121,964
FSU[9]	Purchase of discovery tool (i.e., Summon).	$64,608
UCF	Expansion of e-resources and citation management software, iPad circulation, creation of Knowledge Commons.	$1,551,004

NOTES:

[1] 2010 Florida Statues. Title XLVIII, Chapter 1009, Part II, Postsecondary Student Fees 1009.24. *State university student fees.* http://www.flsenate.gov/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=1000-1099/1009/Sections/1009.24.html.

[2] Florida Board of Governors. Tuition and Fees 2010-2011. http://www.flbog.org/about/budget/current.php.

[3] University of Central Florida. Facts at a Glance. http://www.iroffice.ucf.edu/character/current.html.

[4] Florida Board of Govenors. Office of Budgeting and Fiscal Policy. *State University System of Florida Technology Fee 2009-2010 Estimated Expenditures* (State University System of Florida Operating Budget Summary 2009-2010) 112.

[5] Florida Senate. Higher Education Committee. Professional staff analysis and economic impact statement. University Student Fees/Technology Fee. April 20, 2007. http://www.leg.state.fl.us/data/session/2007/Senate/bills/analysis/pdf/2007s0850.he.pdf.

[6] Scharf, Meg. Interview by author. January 3, 2011.

[7] Data gathered from university tech fee Web sites and responses online survey created by author to State University Library administrators.

[8] Estimate represents approved total funding during 2009-2011. Some project funding is over a three-year period.

[9] Florida State University Libraries also receives $299,000 in recurring technology fee funds.

Florida Reads:

Saving the Small Business One Florida Novel at a Time

By Joyce Sparrow

Saving the small business is the plot line in many Florida novels with a focus on real estate developers taking over the small towns and beaches that remain in the Sunshine State. Florida authors Terri Dulong and Maria Geraci selected this story in their recent novels.

DuLong sets her novels in Cedar Key, an artsy Florida island on the west central Florida coast. DuLong chose Cedar Key as the setting for her works when she relocated there in 2005. The locals gave DuLong a sense of acceptance as they began sharing local history and folklore with her.

Spinning Forward (2009) brings fifty-two year old Sydney Webster from Lexington, Massachusetts to Cedar Key, Florida after the death of her husband, a successful physician, who she discovers had a secret gambling vice. The novel introduces readers to Sydney's twenty-six year old daughter, Monica, and a host of Cedar Key's lifelong residents. Sydney takes a waitress job at Cook's Cafe and opens Spinning Forward, a yarn and knitting shop, to support herself as she establishes her independence.

DuLong mixes the history of Cedar Key in the novel through characters such as Saren Ghetti, an eighty-two year old artist, Sybile Bowden, the mysterious seventy-two year old town prima donna, and Eudora Foster, a local knitter who is affectionately called Miss Dora. It is the ties among these characters that bring the story lines together.

Casting About (2010) focuses on Monica Brooks, Sydney's newly married daughter who is now stepmother to eight year old Clarissa Jo. Monica works at the yarn shop as she fights off the attempts of real estate developers to change the face of Cedar Key's small business district. The "coconut pipeline" spreads rumors that there are plans to open a high-priced jewelry store, a glitzy hotel, and a posh coffee shop. The problem is that Cedar Key has a shop, Coffee, Tea, and Thee, run by Monica's friend Gracie. Romance and real estate mix as the locals find themselves doing what they do best: working together to preserve the charm of their small town.

Geraci has three novels where worries about real estate developers play a role in the plot.

In *The Boyfriend of the Month Club* (2010) Geraci pays tribute to the Florida souvenir store in a story about thirty-something Grace O'Bryan who manages Florida Charlie's, a five thousand square foot family-owned shop filled wall-to-wall with beautiful junk. The store is also the meeting place for Grace's book discussion group which turns into The Boyfriend of the Month Club, Daytona Beach's fastest growing female empowerment network, where the members compare the men in their lives to characters from classic literary works. With the help of social networking, the boyfriend club grows beyond the walls of Florida Charlie's and becomes the background for one line of tension in Grace's life. Geraci cleverly weaves a story line of change in Florida with the story of women looking for love. In correspondence, Geraci comments that as a child one of the best parts of her family vacations was hitting the small tourist shops. Her mother would give Geraci and her sister a small amount of money and let them pick one thing to buy. Geraci says: "We would walk up and down the aisles carefully making our selections the way a bride selects her wedding gown. The tourists shops were quirky and full of the kind of junk kids love to buy." Strains on Grace's business, her family, and her personal life round out this complete story that shows the struggles of small, traditional Florida businesses.

Bunco Babes Tell All (2009) is set in Whispering Bay a beach town near Panama City. A single, thirty-five year old real estate broker Kitty Burke has the opportunity of a lifetime when she orchestrates a land deal enabling the construction of moderately priced beach condos.

Problems arise when the community realizes that the local senior citizen center will be torn down if the construction is completed. The Grey Flamingos, the local senior citizen watch group, takes up the cause of saving their center. The weekly Bunco meetings gives the characters the chance to speculate and gossip about who will win the challenge.

Bunco Babes Gone Wild (2009) continues with the problems of real estate and the small business. Frieda and her artist husband Ed Hampton own the local bistro known for its homemade pastries and coffee. Georgia Meyer, Frieda's "pre-engaged" sister who is a successful financial officer, comes to town for a long weekend. Georgia is thrown into Bunco and the senior center controversy along with some other challenges Frieda faces in her own business.

Additional recently published Florida novels include *Swamplandia!* by Karen Russell which follows the financial problems of the Bigtree family as the work to save their gator-themed tourist attraction. Michael Koryta's *The Cypress House* set in and around Yankeetown on Florida's west coast tells the story of Rebecca Cady who struggles to operate her boarding house after the 1935 hurricane.

Joyce Sparrow can be reached at jhsparrow@gmail.com.

Libraries in Florida:
A Fundamental Snapshot of Their Value

Greetings from **FLORIDA LIBRARIES**

By Maria Gebhardt

*W*elcome to Florida, land of sunshine, sandy beaches and great libraries. On January 25, 2011, the Florida Library Association (FLA) celebrated "Florida Library Snapshot Day," a day devoted to recognizing the importance of our state's many libraries.

Throughout the state, participating libraries photographed the people and programs that make Florida libraries stand out. FLA also collected images, usages statistics, and comments – all in celebration of how libraries impact their communities in a positive manner each and every day.

The Tarpon Springs Public Library hosts a children's Adventure Story Time.

On that single day in January, more than a quarter million people visited their local libraries – more than double the amount who attended SuperBowl XLV. [1] Those visitors checked out 332,552 items, including books, DVDs, CDs, and audio books, attended 16,485 programs, and asked 44,139 reference questions.

From libraries large and small, public and academic, the information shows that libraries play a central role in the heartbeat of their communities.

Take a moment to visit FLA's Snapshot Day Web page, http://www.flalib.org/snapshot_day_results, to read heart-warming comments from customers of all ages who are passionate about their libraries and the services they offer on a daily basis. The site also includes a link to the flickr® Photostream page where you can view hundreds of pages of inspiring and impressive photos.

From Adventure Story Time with a group of young children at the Tarpon Springs Library to an enthusiastic group of senior citizens at the Palm Beach County Library System, these photos define our libraries and the very communities they support.

A local library is not simply a building that offers

> "I would rather live in a city without electricity than a city without a library."
>
> — Omar, Boca Raton, Florida

Florida's 2011 Library Snapshot Day Statistics

Total library locations that participated	365
In Just One Day:	
Number of items checked-out	332,552
Number of visitors to libraries	253,168
Number of new library cards issued	2.900
Computer users	61,664
Reference questions answered	44,139
Users taught computer skills	10,085
Visitors that received assistance by applying for government benefits	2,299
Job seekers that received assistance	2,667
Students helped with homework	5,780
Number of adult programs held	416
Total number of adults that attended programs	7,104
Number of young adult programs held	397
Total number of young adults that attended programs	1,596
Number of programs held for children	472
Total number of children that attended programs	7,875
Total programs held	1,285
Total program attendance	16,485

Source: Florida Library Association.

"My library not only helps me, but it is a very important part of my community because it enables persons of all races, income levels, backgrounds, and educational levels to avail themselves of the different services it provides.

These services have become increasingly important and varied: No longer does my library just loan out books but also music CDs, videos, and DVDs. The library also provides access to the World Wide Web, and has a wide range of training and educational programming.

It is a safe haven for children to research their homework, senior citizens to spend their day, or any of us who just need a place to go and get away from a fast-paced world."

- Tony, Calhoun County, Florida

materials to check out. A library is a place where people of all ages, income levels, and educational levels go to share, collaborate, and learn among library staff members that provide information while enriching lives for the future.

Florida's Library Snapshot Day paints a picture of how essential libraries really are.

Take the time to look at the snapshots and get a glimpse of how libraries are used throughout Florida in just one day. You will see how a library visit is a vital experience, one that lasts a lifetime.

NOTES:

1 - Calvin Watkins, "SuperBowl Misses Attendance Mark," 2011:
http://sports.espn.go.com/dallas/nfl/news/story?

Page 12 Photos:

(Top to bottom)

Breaking in a brand-new library card at Riverview Branch Library, Tampa-Hillsborough Public Libraries.

Online access is a must for students in the University of North Florida's Thomas G. Carpenter Library Computer Lab.

Florida State University's library is a place to meet, study, and collaborate.

Page 13 Photos:

(Top to bottom)

Who loves their library? The patrons of Palm Beach County Library System do!

A teen enjoying the Game Zone at Jan Kaminis Platt Regional Library, Tampa-Hillsborough Public Libraries.

Maria Gebhardt is the Business Services Manager for Broward County Libraries and editor of *Florida Libraries.*
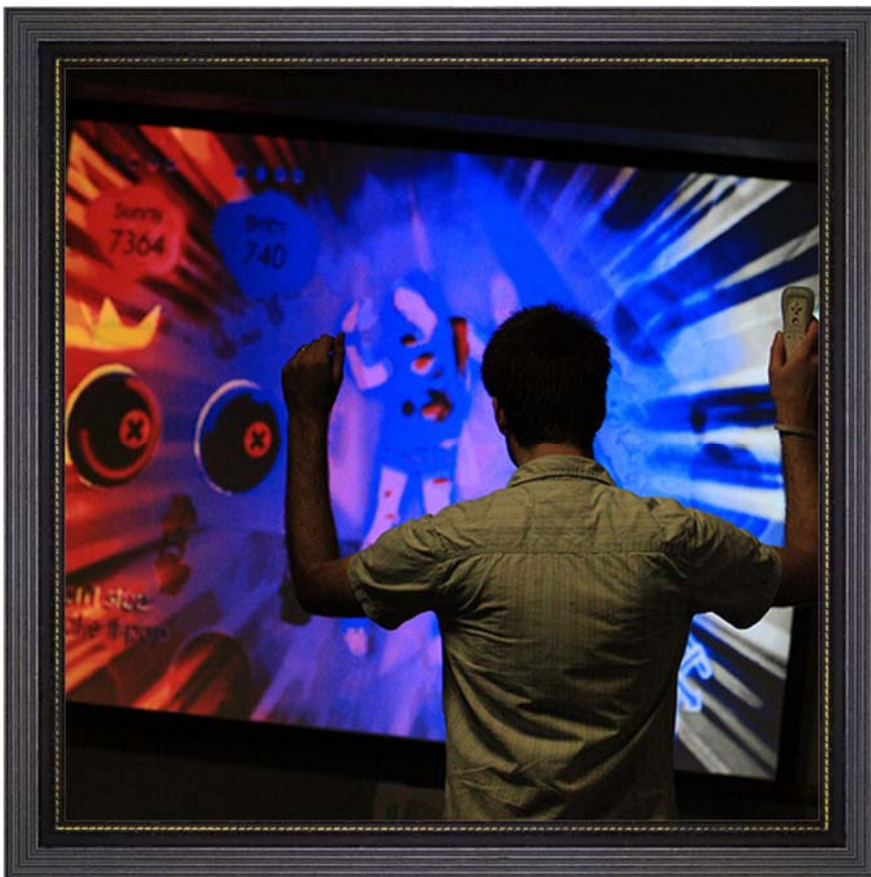
"My granddaughter has the choice of three afterschool activities:

the park, McDonald's, or the library.

She always chooses the library!"

— Barbara, Fruitland, Florida

"I read five or six books a week and the *Wall Street Journal.*

I would be lost without the library!"

— Bob, Pensacola, Florida

Patron-Driven Acquisitions and Collection Building Initiatives at UF

By Steven Carrico and Michelle Leonard

Traditional methods of selection too often fail the faculty and students they serve when it comes to supplying library materials and resources that are actually needed or used. Many studies going back to well-known research performed at the University of Pittsburgh[1] reveal the majority of print books are seldom if ever used by patrons – the phenomenon known as the 80/20 rule.[2] In today's online research environment, the problem of acquiring relevant resources is exacerbated and far more complicated than ever, as academic librarians strive to meet user demands for both print and e-resources that must be acquired in tandem.

Recently, the University of Florida Libraries (UF) has been exploring collaborative methods of acquiring materials patrons will use. For the past few years UF has been offering "patron-centric" collection-building programs to acquire library resources based directly on user input that also offers a way to boost communication and better serve faculty, researchers, and students. These initiatives have one thing in common: each offers a method for direct patron selection of library materials – or in the case of the shared grants, collaborative selection – and have become successful, marketed, and ongoing programs at UF.
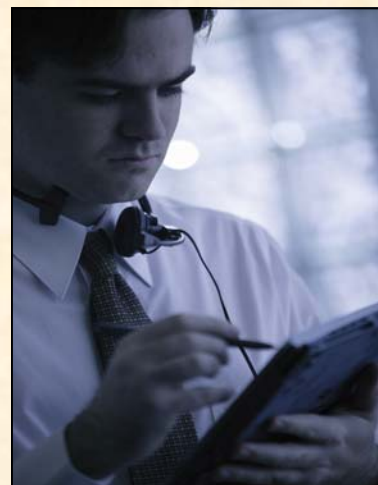
Books on Demand

The Interlibrary Loan (ILL) office conducted a study on the cost of supplying loan requests to UF library patrons in 2005. According to the Association of Research Libraries (ARL), the average cost to fill an ILL loan request at a large academic library ranged from $18.35 to $27.84.[3] In 2005, UF supplied 24,955 items received through ILL to its patrons, and it was recognized that the soaring ILL costs might be minimized by using the materials budget to purchase rather than borrow some requested books. Any books purchased in this manner would then become permanent to the collection, and just as importantly, the books acquired through ILL requests were sure to be used. By using ILL requests to purchase books for the library, UF would allow patron use to directly contribute to collection building.

The University of Florida's ILL office launched its Books on Demand (BoD) pilot program in 2006. The library provided a start-up fund from its materials budget and set up procedures to order books for purchase using the ILL system, ILLIAD, with the online book supplier Alibris as the sole vendor. To gain library-wide support and to build a partnership with collection management for the BoD program, an Advisory Group comprised of collection managers in several subject areas established criteria for the purchasing of materials.

The criteria for book purchases included:

- Only faculty, graduate students and distance patrons' requests are considered
- ILL-requested books marked as "lost" in the catalog are purchased regardless of the patron status[4]
- $150 maximum cost ceiling is set per book (eventually raised for science books)
- No theses, dissertations, conference proceedings, or technical reports are acquired
- No textbooks for courses are acquired
- Foreign titles can be acquired and are encouraged.

During its first six months in operation titles, received through the Books on Demand program were reviewed by the BoD Advisory Group and deemed suitable for an academic library collection.

Despite purchasing books on Alibris, the length of time the average book was received through the BoD program was as fast, or faster, than the average when a book was received through an ILL request. Encouraged by the content and speed of acquisitions, an annual fund was created in 2007 and during the year BoD expended $22,891.81 to purchase an additional three hundred twenty-nine books while notably the average cost of a title received through BoD was $69.58.[5] While this cost per title was significantly higher than the average cost of receiving an ILL loan request, the average cost was almost exactly the average price ($67.29) of an academic library book in 2007.[6]

The program is considered an ongoing success based on the cost figures, favorable reviews of purchased books by the Advisory Group, and the positive feedback garnered through surveys distributed to patrons of BoD. From its inception through December 2010, the Books on Demand program has acquired 1,164 books for UF's collections.

MyiLibrary PDA

In April 2009, UF partnered with Coutts Book Services to set up a patron-driven acquisitions (PDA) plan for e-books using the MyiLibrary platform. The idea of acquiring e-books directly through patron use was discussed and agreed upon by selectors and administrators curious to see the scope of e-books that would be used and purchased. A deposit of twenty-thousand dollars was given to Coutts and profiles were created for various subject disciplines – a process similar to building an approval plan. Coutts re-

duced duplication of ebook titles held at UF by uploading the library's e-book holdings into the MyiLibrary database and pulling out all matching records. Coutts then loaded nearly five thousand MyiLibrary e-book records into the UF catalog. The e-book records contained embedded links to the MyiLibrary e-books platform and were indistinguishable from any other e-book records in the catalog. For the users, e-book access was instantaneous, seamless, and, unbeknownst to them, purchases were triggered on the second use of any e-book offered in the catalog.

The PDA pilot lasted six months, May to October 2009, and during this time one hundred ninety-three e-books were purchased and used a total of nine hundred twelve times. Additionally, four hundred eighteen e-books were used only one time so did not trigger a purchase. A summary of the e-books purchased, use by Library of Congress (LC) class, the average cost per title, and the total uses by LC class can be seen in Table 1 on page seventeen. Surprisingly, the average cost per title of $106.86 was relatively inexpensive, particularly for ebook titles issued in the science, technology, and medicine (STM) fields.

Other notable statistics derived from this patron-driven acquisitions pilot include the number and percentage of the e-books purchased that were used *after* the pilot had ended: a staggering one hundred fifty of the one hundred ninety-three purchased e-books (78%) were accessed and used by patrons again in the six months after the pilot. Overall, the total uses of all ebooks (one thousand nine hun-

dred seventy-four), and the repeat usage of ebooks during the six-month pilot were used an additional six hundred forty-four times, illustrates the high interest these e-books have to UF users. The pilot was viewed as successful on a number of levels: the price per title, cost per use, and particularly the general high use of the e-books purchased by the libraries, has swayed the general opinion that purchasing e-books using a patron-driven method should become part of the permanent collection devel-

> **"...a staggering 150 of the 193 purchased e-books (78%) were accessed and used by patrons again in the six months after the pilot."**

Course Reserves

Repeated faculty requests for materials to be included in Course Reserves prompted the launch of another initiative in 2008. As with the Books on Demand program, the library decided that purchasing materials for Course Reserves was a straightforward method to acquire items that would be used repeatedly by patrons. Also, by purchasing materials to support classroom instruction, the library served an important mission to the university and its students. At the end of each semester, all items on Course Reserves are routed to library

collections, and these materials have significant circulation statistics. In this patron-driven Course Reserves program, faculty members may submit requests for books to be placed on reserve through the system ARES. If the books or other items are part of the library collections, they are moved to reserves; however, if the books or items are not part of the collections, requests are routed to the Acquisitions Department, rush ordered, and purchased with an annually funded budget from the materials budget. The ability to directly order materials for Course Reserves has empowered the faculty to an extent; not surprisingly, the faculty has embraced this ordering system. The program has also provided a boost in positive public relations for the library. Not only does the library purchase the materials not held in collections, it also is a fast and efficient method for placing items on reserve. Since its inception through January 2011, the library has purchased one thousand five items for Course Reserves that are now permanently housed in collections.

Shared Grants

A final innovative method of engaging faculty in the acquisitions and selection of materials is currently being developed at UF. This method garners support on the UF campus through the establishment of grants proposed jointly by university research centers and the library. The Center for African Studies provides one prime example of how grant funding facilitates acquisition of library materials. The center's faculty members submitted proposals for large grants from the Department of Education/National Resource Centers. A section of the proposal authored by the library's Africana

collection manager entitled "Strength of Libraries" describes library resources and how a portion of the grant funds will be used to bolster library collections to support the Center's research. The grants are distributed in three-year cycles; the Center for African Studies has so far been awarded three grants, including one for 2011-2013. The library's Africana selector coordinates the selection process, working with the faculty to collaboratively build the collection. Over the past six years, or two grant cycles, grant funds supplied by the Center for African Studies library has exceeded fifty-four thousand dollars, allowing the library to purchase eight hundred seventy-three books. To garner recognition for the ongoing grant support to the library, starting with books purchased in 2011, a virtual bookplate designed specifically for the Center is being added to the bibliographic record for each book that will display in the OPAC.

Other centers at UF are conducting similar shared initiatives with the libraries using grant funding. Faculty from the Center for European Studies, the Center for Latin American Studies, and the Center for the Humanities and the Public Sphere are partnering with librarians to select library materials using grant funding. Besides the centers, shared grant funds with the library have been arranged with the university's Harn Art Museum (Harn Eminent Scholar Grant) and foundations (Freeman Foundation Grant for Asian Studies). These burgeoning grant partnerships are becoming an important new revenue stream for the library to help build collections. The increased collaboration that now exists between faculty in these centers, collection manag-

ers, and staff in the Acquisition Departments who work with the faculty as they make book selections are just as important as the funds are to the library's materials budget. This important and special arrangement is unique and flourishing, and there exists little doubt that sharing materials selection has cemented this bond.

IV. Conclusion

With the flourishing number of patron-driven models ongoing in college and academic libraries, user selection of materials is an important component to collection development. It is understandable that library administrators striving to financially support a broad range of disciplines with limited materials budgets would be supportive of PDAs – libraries *know* the items are being used by default. This has certainly been the case at UF with the PDA offered by Coutts on their MyiLibrary e-books platform, as the results show it has been a significant and cost-effective method for acquiring e-books across a wide spectrum of disciplines. Yet it is not enough for an academic library to tackle the problem of acquiring materials through patron use; the library must also offer programs that acquire materials with user assistance. To that end, UF programs such as Books on Demand, the Course Reserves ILLIAD ordering system, and the shared grant funding model with book selection performed in collaboration with faculty, are expanding the role of users in selecting library materials at UF. Separately, all four of these important programs supply cost-efficient ways to select materials, but as a group they challenge and broaden the concept of what constitutes patron-driven acquisitions and justify the term patron-centric in a new era of expanded and collaborative collection building.

Table One - MyiLibrary Pilot

LC Class	Expenditure by LC Class	LC Class	E-Books Purchased by LC Class	Average Cost per e-book	Uses in LC Class	Average Cost Per Use
B	$430.44	B	4	$107.61	11	$39.13
D-F	$984.68	D-F	11	$89.52	92	$10.70
G	$712.14	G	4	$178.04	15	$47.48
H - HF	$2,738.43	H - HF	27	$101.42	105	$26.08
HG - HV	$2,022.45	HG - HV	23	$87.93	128	$15.80
J	$573.12	J	6	$95.52	20	$28.66
L	$399.29	L	4	$99.82	18	$22.18
M	$249.71	M	2	$124.86	17	$14.69
N	$130.73	N	2	$65.37	8	$16.34
P	$1,792.85	P	15	$119.52	76	$23.59
Q	$3,926.74	Q	33	$118.99	121	$32.45
R	$2,280.38	R	22	$103.65	73	$31.24
S	$893.48	S	5	$178.70	15	$59.57
T - TP	$3,173.15	T - TP	30	$105.77	199	$15.95
TR - TX	$287.87	TR - TX	4	$71.97	12	$23.99
U	$28.80	U	1	$28.80	2	$14.40
Grand Total	**$20,624.26**		**193**	**$106.86**	**912**	**$22.61**

Total e-book uses	Pilot; e-books used once not purchased	Pilot; uses of e-books pur-chased (May - Oct 09)	Post Pilot; purchased e-book uses (Nov 09 - April 10)	No. of e-books pur-chased - reused (Nov 09 - April 10)	% of books reused (150/ 193)	Avg. cost per use of e-books pur-chased (May 09 - April 10)
1,974	418	912	644	150	78%	$8.06

Steven Carrico is an Associate Librarian, Chair of the Acquisitions Department, and collection manager for Library Science at the University of Florida's Smathers Libraries. Michelle Leonard is an Assistant University Librarian at the University of Florida, Marston Science Library, where she manages the Agricultural and Life Sciences collections, is a faculty liaison, and provides library instruction.

NOTES:

[1] Allen Kent Allen, *Use of Library Materials: The University of Pittsburgh Study*, (New York: Marcel Dekker, Inc., 1979): 282 pages.

[2] R. W. Trueswell, "Some Behavioral Patterns of Library Users: The 80/20 Rule," *Wilson Library Bulletin*, Vol. 43 (1969): 458–461.

[3] Mary E. Jackson, "Measuring the Performance of Interlibrary Loan and Document Delivery Services," *ARL: A Bimonthly Newsletter of Research Library Issues and Actions* 195 (December 1997), Washington, DC: Association of Research Libraries, accessed 22 August 2010, available at: http://www.arl.org/bm~doc/illdds.pdf.

[4] At the time, the UF Smathers Libraries' ILL office received ~10 requests per week for "lost items" in the collection from UF patrons.

[5] Foss, M. (2007). "Books-on-demand pilot program: An innovative 'patron-centric' approach to enhance the library collection." Journal of Access Services, 5(1), 305-315.

[6] *The Bowker Annual Library and Book Trade Almanac 53rd edition*, (Medford, NJ: Information Today, 2008), p.519.

Floridiana with a Twist: Spring 2011 Florida Book Festivals

By Nancy Pike

What could be more fun for a book lover than a festival focused on books and reading? Fortunately for all of us, literary celebrations take place in many countries and all over the United States.

Book fairs have been in existence in the United States for nearly a hundred years, according to Bernadine Clark in *Fanfare for Words: Bookfairs and Book Festivals in North America* (Washington: Library of Congress, 1991.) (Available full text at http://catdir.loc.gov/catdir/toc/becites/cfb/90021318.html). Clark describes the 1919 fair, established and promoted by the Marshall Field department store in Chicago, that led to city and regional events around the country. Eventually a two-week long national fair was held at Rockefeller Center, sponsored by the *New York Times* and the National Association of Book Publishers. The enthusiasm grew so much that *Publishers Weekly* printed a bibliography in 1940 of all the book fair articles it had published since 1922.

In 2001, the Library of Congress, with First Lady Laura Bush, inaugurated a national book fair in Washington, D.C., modeled on the successful Texas Book Fair she established as the governor's wife in 1995. Planners of that 2001 national festival were stunned when twice as many people attended as were expected. Attendance was thirty thousand; attendance in 2010 was one hundred, thirty thousand.

Although there is no official state book fair in Florida, we have been having book fairs and storytelling festivals here for a long time. The Tampa-Hillsborough County Storytelling Festival is in its thirty-first year; the first Key West Literary Festival was in 1982; and the Miami Book Fair started in 1984.

The first White House Conference on Library and Information Science in 1979 gave Florida literary activities an injection of energy. Frederick Ruffner and Jean Trebbi in Fort Lauderdale both supported advocacy efforts and soon the Council for Florida Libraries was formed in 1979 followed by the

Florida Center for the Book in 1984 (the first of the fifty state affiliates to the Library of Congress Center for the Book). A host of literary events burst forth, including the Key West Literary Seminar and the Miami Book Fair. Book and author events in the state were given a boost by the periodic publication of a list of author visits to Florida by Barbara Cooper at the Council for Florida Libraries. The list included contact information for libraries that wanted to hitch onto an author talk in a neighboring area.

Book celebrations, like other festivals, sometimes thrive and occasionally falter with another springing up in a new location. Here is a list of Florida book and storytelling festivals as of early 2011. The Jacksonville festival is under review while the Sarasota festival, which ended in 2007, may be coming back to life in 2012.

NAME	LOCATION	DATES	WEB SITE
Amelia Island Book Festival	Amelia Island	February	www.bookisland.org
Book Mania!	Jensen Beach	January	www.library.martin.fl.us
Festival of Reading	St. Petersburg	October	www.festivalofreading.com/
Key West Literary Seminar	Key West	Jan. 5-8, 2012	www.kwls.org/lit/
Miami Book Fair International	Miami	Nov. 13-20, 2011	www.miamibookfair.com/
Much Ado About Books/Children's Chapter	Jacksonville	March	www.muchadoaboutbooks.com/
Southwest Florida Reading Festival	Ft. Myers	March	www.readfest.org/
ZORA! Festival	Eatonville	January	www.zorafestival.com/
Children's BookFest	Fort Lauderdale	April	www.bplfoundation.org/bookfest.htm
Literary Feast/LitLive	Fort Lauderdale	March	www.bplfoundation.org/literaryfeast.htm
Ocala Storytelling Festival	Ocala	April 29, 2011	www.ocalastorytellingfestival.com/
Sarasota Reading Festival	Sarasota	November 2012	(under construction)
Tampa-Hillsborough County Storytelling Festival	Tampa	April 16, 2011	www.tampastory.org/
Florida Heritage Book Festival	St. Augustine	Sept. 23-24, 2011	www.fhbookfest.com/
UCF Book Festival	Orlando	April 16, 2011	http://education.ucf.edu/bookfest/
booksALIVE	Panama City	February	www.booksalive.net/
National Book Festival	Washington, D.C.	September	www.loc.gov/bookfest/

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

New Branch Library Emerges from an Innovative Library Partnership

By Victoria Galan

At a time when resources are shrinking, funding is scarce and businesses are folding, finding partners to help realize goals is not just an interesting concept, but a necessity. The Miami-Dade Public Library System joined forces with the County's Department of Homeless Trust and Carrfour Supportive Housing, a non-profit organization that provides permanent housing and support services to formerly homeless individuals and families, to create an innovative partnership that maximized the 'mixed use' approach to development and construction. From this partnership emerged the new Hispanic Branch Library which sits below the Villa Aurora Apartments in Miami's Little Havana neighborhood – an affordable housing complex for previously homeless families. This project successfully combines functions with like-minded entities in an effort to create the best use of public facilities during tough economic times.

Left to right: Former Miami-Dade County Manager George M. Burgess, Library Director Raymond Santiago, Tony Ojeda, Former County Manager Carlos Alvarez, City of Miami Mayor Tomas Regalado, Alex Munoz, County Commissioner Bruno Barreiro and City of Miami

"Public libraries play an important role in communities," says Miami-Dade Public Library System Director Raymond Santiago. "Providing access to resources, learning and discovery means our residents have the opportunity to become better prepared in school, in their jobs, and in improving themselves. Having a library inside the Villa Aurora complex means that we already have a built-in audience of learners. The Hispanic Branch is not only a great asset to the residents, but also for the people in the surrounding neighborhood."

Building the Hispanic Branch Library below an affordable housing complex was not the original plan. The land where the complex currently resides housed a two-story Salvation Army homeless shelter. After many decades, the shelter was taken over by another non-profit organization which subsequently went into bankruptcy. The building sat abandoned for several years. In 2000, Miami-Dade County solicited "a request for application" to find a developer who could restore the building to its original state so it could, once again, serve its intended purpose. Carrfour Supportive Housing was selected as the builder.

Carrfour had originally set out to renovate the building, but those plans were tied up for several years. Coincidentally, the Library System's previous Hispanic Branch, an almost forty-year-old leased facility, was in need of major repairs, and the renovation costs were prohibitive. For nearly a year, the Library System conducted a search to lease a new and better suited facility in Miami's Little Havana neighborhood. In 2003, Miami-Dade Commissioner Bruno Barreiro intervened and suggested that the Library System partner with Carrfour and the Homeless Trust, a suggestion welcomed by Library Director Santiago.

Instead of refurbishing the existing library or leasing new space in a storefront, Carrfour agreed to lease the first-floor space to the Library System. What was once an eyesore is now a beautiful seventy-six-unit apartment complex complete with a

twelve thousand-square-foot branch library, transforming the facility into an inviting and compelling community destination which has also helped to revitalize the City of Miami's Little Havana neighborhood which is made up of predominately Hispanic, low-income families.

"None of these groups had ever been through anything quite like this before," stated David Raymond, executive director of Miami-Dade County's Homeless Trust. "But being able to share our resources proved that you can do things in partnership with a project and property for its highest and best use."

Carrfour's CEO and President Stephanie Berman-Eisenberg knows first-hand the hurdles and obstacles that the Library System and Carrfour had to overcome. The successful outcome was the product of a cooperative and innovative joint effort. "It takes a special entity to partner together to do something like this, and for our families, the library is an amazing resource," she said.

Partnerships like this not only benefit the patron, but can also benefit the developer and others involved in the project. Costs for mixed-use projects, especially those that have an affordable housing component, may offset construction costs by taking advantage of low-income housing tax credits or state tax credits. In Carrfour's case, funding for the $21.8 million project came from a variety of sources including the Enterprise Social Investment Corporation's tax credit equity, an incentive loan from the Florida Housing Finance Corporation, deferred developer fees, a surtax housing assistance loan and federal funds. In exchange for the leasehold interest in the property, Carrfour paid the County $1.1 million (the assessed value) as a lease acquisition fee. These funds are allowable under the State tax credit funding and were committed to be utilized for future permanent supportive housing projects – a win for everyone. The cost to develop the Hispanic Branch Library was $3 million and paid for by the Library System.

"Providing access to resources, learning and discovery means our residents have the opportunity to become better prepared in school, in their jobs, and in improving themselves."

Victoria Galan is the Public Affairs Officer at the Miami-Dade Public Library System.

"First Steps" Parent/Child Workshops Bring Families to the Library!

By Lois Eannel

Part of the philosophy and mission of a public library is to meet the informational and recreational needs of the community it serves. Resources, programs, and services should all be provided free of charge so that everyone has equal access to all that the library offers. Young parents are a vital part of the community, but often feel somewhat isolated perhaps due to the lack of an extended family. They are in need of information on topics such as parenting, child development, health issues, and pre-literacy skills. Furthermore, families need opportunities to interact with other parents, exchange ideas, and provide social situations for their young children in a relaxed, comfortable, and safe atmosphere. The First Steps series at Palm Harbor Library represents one of the highest form of service a public library can offer its patrons – a family-centered program for parents and children that provides library resources, parent education, access to community early childhood professionals, and quality play time for both the parent and child.

First Steps is a four-week series that offers parents and one- to three-year-olds a chance to share time together. The one-hour weekly workshop features a toy and play area that includes infant toys (for younger siblings), blocks and building equipment, musical instruments, gross motor equipment (such as riding toys), transportation toys, imaginative play including puppets, puzzles, and books. A library assistant supervises a special craft each week in the activity area, and siblings up to age four are also permitted to attend.

Each series also utilizes at least three qualified resource professionals, providing expertise in such areas as speech and language, nutrition, child development, play, or early childhood movement. They provide information either through small group presentations in a designated area of the room or by talking informally to individuals or small groups of parents and children. The librarian remains in the

> **"The First Steps project responds both to the general needs of the community and fills the demands of patrons in a unique way, exemplifying the support that a public institution can provide to families."**

room as the facilitator and children's services specialist, providing parenting-related reference service and reading guidance on an individual basis. Staff also provides weekly handouts and library materials relevant to the topic for that week, maintains a comfortable flow of activity during the workshop, introduces the community resource person, and concludes the workshop with a parent/child circle time.

Since the program's inception in 2005, the Palm Harbor Library has offered these workshops every fall, winter, and spring. The original funding came from a community grant from the Citigroup Foundation. However, local agencies and organizations have been called upon to help with such a popular and worthwhile project. The Community Room of the library is transformed each Wednesday morning to a huge early childhood center filled with laughter, interaction, and grateful parents and caregivers. There have been many success stories over the past seven years and, despite budget cuts, and reduced staff, the library has managed to continue this program. Local professionals are still willing to give of their time and expertise free of charge to assist parents with their questions or concerns and often guide parents to resources and free evaluations for their children. Each session has approximately twenty

families, but the number of participants can be adjusted to any room size.

The Parent/Child Workshops begun at Middle Country Library on Long Island twenty years ago provided the model for the First Steps project. It has been replicated in hundreds of libraries across the country because it incorporates the vision of libraries as community centers sensitive to the needs of young parents and their children. The First Steps project responds both to the general needs of the community and fills the demands of patrons in a unique way. Also, it exemplifies the support that a public institution provides to its local community.

RECIPE FOR SUCCESS: HOW TO CREATE THE PERFECT PARENT/CHILD WORKSHOP SERIES!

Four basic ingredients needed to successfully conduct Parent/Child Workshops at your library:

One special room with a specific design and relaxed environment for families

A sprinkling of willing staff and a supportive administration

Four or more community resource professionals who will donate an hour or two of their time each month

$$$ Financial support for initiating and continuing the program

Follow this "recipe for success:"

1. Present the idea to administration with a focus on the need for family-centered services within the library environment.

2. Discuss the concept with youth services staff and "recruit" those most enthusiastic with the idea to help with implementation.

3. "Stir up" some excitement for this innovative program with library support groups (friends of the library; library foundation) and local civic and community groups (Kiwanis, Rotary, etc.) to help with initial funding.

4. "Preheating" – Prior to the first workshop, the librarian organizes the program, which includes ordering materials, contacting and scheduling community resource professionals, training staff, publicizing the program, and buying toys, art supplies, and cabinets to house everything for each session.

5. "Shake & Bake" – Advertise and Publicize – local newspapers, in-house flyers, etc. Create a letter and guidelines for parents and start registering.

Serve it up with a smile! Set up the room on the first day, welcome the families, mingle during the hour, introduce the community resource person, encourage participation in the art activity, and do a circle time at the end of the session. A step-by-step manual that includes templates, form letters, suggestions for purchases, etc is still available from Neal Schuman Publishers. It includes everything you need from start to finish: *Running a Parent/Child Workshop: A How-to-Do-It Manual for Librarians,* **by Sandra Feinberg and Kathleen Deerr, ISBN: 9781555701895, Published: 1995.**

Lois Eannel is the Assistant Director/Head of Youth Services at the Palm Harbor Library.

THE RIGHT SERVICE
AT THE RIGHT TIME

You're the Missing Piece...

The Orange County Library System presents the **RIGHT SERVICE** at the **RIGHT TIME** for residents looking for services.

Get connected at **www.rightservicefl.org/library**
Create your library's profile today. Once registered you will receive a welcome kit to complete the process. With a few simple steps your community's services will be available.

Your participation is vital to complete the puzzle. Create your library's profile today at
www.rightservicefl.org/library

Visit us at FLA Booth # 518

Daily Needs	Healthcare Assistance	Job Assistance
Family Assistance	Immigration Assistance	Housing Assistance
	Transportation Assistance	

www.rightservicefl.org/library

407.835.7323
library@rightservicefl.org

FLORIDA LIBRARY ASSOCIATION 2011 ANNUAL CONFERENCE PREVIEW

May 4 - 6
Orlando,
Florida

The Florida Library Association Conference is just around the corner, and this year's schedule promises to be one of the best ever. Exceptional speakers will discuss topics from the latest technological advances to great ideas for cost-cutting and future planning; colleagues from around the state will gather to network and exchange ideas; and attendees can tour exhibits of innovative and exciting products and best practices. Don't miss the First General Session with special speakers Roberta Stevens, President of the American Library Association, and R. David Lankes, Ph.D., Associate Professor and Director Information Institute of Syracuse, School of Information Studies, Syracuse University.

Join your colleagues at one of the receptions including the University of South Florida School of Information Reception, the Florida State University School of Library and Information Studies Reception, the Exhibits Grand Opening Reception, and the President's Reception.

If that's not enough, here are five more great reasons to attend this year's conference in Orlando…

The Top Five Reasons to Attend:

1 – **Get inspired** – Listen to leading speakers and find out what is going on in libraries across the state.

2 – **Maximize your networking opportunities** – Attend a session, visit the exhibit hall or a reception and connect with people who share your interests and profession.

3 – **Daily options** – Want to find out about the latest technology, learn valuable marketing tips, or add value to your library's collection? With multiple speakers throughout the day, you can make your own schedule to get the most out of this year's conference.

4 – **Leading vendors** – Meet vendors from well-known companies and get an in-person demonstration or ask questions on a specific topic one-on-one at their booth.

5 – **Celebrate libraries** – Take the time to enjoy being a library professional with colleagues who make a difference in the State of Florida every day.

Don't Miss for Members and Alumni

Orientation for New FLA Members and First-Time Conference Attendees
Wednesday, May 4, 9:00 to 10:00 a.m.

Speakers: Matt Knight, Branch Librarian, St. Petersburg Public Library and Chair NMRT; Gene Coppola, Library Director, Palm Harbor and Chair of FLA Leadership Development Committee; John Callahan, Library Director, Palm Beach County Library System and President of FLA; Jessica Luby, Youth Services Supervisor, Leesburg Public Library and Vice-Chair, NMRT.

This session provides new FLA members and first-time conference attendees with an overview of the Florida Library Association, association involvement, and conference highlights to help "newbies" navigate the program. Members of FLA's Executive Board, committees, roundtables and interest groups will discuss opportunities for getting active in FLA and getting the most out of your FLA membership and conference attendance.

Sponsor: New Members Round Table

FLA Student Member Mixer
Wednesday, May 4, 10:15 to 11:45 a.m.

Speakers: Jessica Voss, Communication and Information Officer, School of Information, University of South
Florida; Dr. Christie Koontz, Faculty, School of Library and Information Studies, Florida State University.

Are you a Student Member of FLA? Join us for refreshments and a chance to mingle with other FLA Student Members. You'll learn more about the programs of Florida's two library schools, too. The student mixer is open to all FLA student members -- both graduate and undergraduate.

Sponsor: Scholarship & Membership Committees; Florida State University, School of Library and Information Studies; University of South Florida, School of Information

Receptions
Wednesday, May 4, 6:30 to 8:00 p.m.

University of South Florida, School of Information Reception

Speaker: Jim Andrews, Director, University of South Florida, School of Information.
This reception is for USF SLIS faculty, students, and alumni.

Florida State University, School of Library and Information Studies Reception

Speakers: Larry Dennis, Dean, College of Communication and Information; Corinne Jorgensen, Director, School of Library and Information Studies; Christie Koontz, Faculty, School of Library and Information Studies, Florida State University.

This reception is for FSU SLIS students, alumni, and friends.

Exhibits Grand Opening/Meet the Exhibitors Reception
Wednesday, May 4, 5:00 to 6:30 p.m.

Receptions
Wednesday, May 4, 6:00 to 8:00 p.m.

President's Reception, Silent Auction, and FBA Author Book Signing
Thursday, May 5, 5:30 to 7:00 p.m.

First General Session
Thursday, May 5, 9:00 to 10:30 a.m.

Speaker: Roberta Stevens, ALA President, Library of Congress Outreach Projects and Partnerships Officer, and Project Manager of the National Book Festival.

Stevens has presented extensively on the challenges and opportunities of twenty-first century libraries and the evolution of the key roles of librarians in connecting the public with information in digital form, and in working with their users to develop critical 21st century skills.

Speaker: R. David Lankes, Ph.D., Associate Professor and Director Information Institute of Syracuse, School of Information Studies, Syracuse University.

Libraries have been instruments of change and community development since their history began nearly 3,000 years ago. They have done so by going through periods of great change while retaining their core mission of knowledge development. Dr. Lankes's presentation will show how librarians can be instruments of radical community improvement in terms of technology, economic development, and a renewed focus on knowledge over collections.

Technology Sessions

Information Literacy in the Digital Classroom
Wednesday, May 4, 9:00 to 10:00 a.m.

Speakers: Amy J. Adams, Reference and Instruction Librarian, Timothy Kirk, Assistant Professor of English, and Richard Felver, Reference and Electronic Resources Librarian, Southeastern University.

Learn how Southeastern University converted their Information Literacy program into an online environment for distance students. Working with Composition II professors and using software such as LibGuides, Camtasia, Blackboard, YouTube and EZProxy, Southeastern was able to meet SACS requirements to provide distance students with the same level of service and instruction that traditional students already receive. Pre- and Post- test scores for traditional and online students will be discussed also.

QR Codes: Library Branding 2.0
Wednesday, May 4, 9:00 to 10:00 a.m.

Speaker: Tom Cipullo, Electronic Resources Training Coordinator, Palm Beach County Library System.

Ever wonder about those strange, square 2-D bar codes you see on printed materials? Find out about one of the fastest growing methods for tying the physical and virtual worlds. QR codes can easily encode text, URLs and other data to help mobile users easily access your library. See current examples of QR Codes and learn different ways to apply these two-dimensional matrices as a "free" source of library, librarian and library services promotion and publicity. The program will also reveal a QR Code game to be played during the conference.

Head in the Clouds, Feet On the Ground: Finding the Right Path to Adopting New Technology
Wednesday, May 4, 10:15 to 11:45 a.m.

Speakers: Carl Grant, Chief Librarian, Ex Libris; Richard Madaus, Chief Executive officer and Lucy Harrison, Director of Product Development and Management, College Center for Library Automation

Join featured speaker Carl Grant for this discussion of approaches to adopting new technology—the when's, why's and how's of moving in new technological directions. How do you remain open to new service delivery ideas without being on the bleeding edge? Open source, cloud computing, and other Hot trends in technology are among the topics to be discussed. A brief update from CCLA on the LINCC system and discussion/Q&A will follow the main program.

Sponsors: LINCC User Forum and Academic Libraries Member Group/FACRL

Tech Table Talk
Wednesday, May 4, 3:15 to 4:45 p.m.

Moderator: David Noe, Digital Services Librarian, Olin Library, Rollins College.

Join members of FLA's new Library Technology Member Group to find out more about the latest technical trends and free tools that can benefit your library. Topics for table talk discussion include: Drupal (an open source content management system); Open Source Integrated Library Systems (ILS); Open Source Digital Access Management (DAM); Mobile Web Development; and developing Requests for Proposals.

Sponsor: Library Technology Member Group

Smart Services for Smartphones
Thursday, May 5, 11:00 a.m. to 12 Noon

Speakers: Debbie Moss, Assistant Director and Sheri Chambers, Digital Content Manager, Orange County Library System.

To remain viable to tomorrow's patron, libraries need to break their ties to place to provide service. According to a recent Pew study, 33% of cell phone owners use phones to access news. Clearly mobile is the go-to interface for an increasing number of consumers. Hear how the Orange County Library System is capitalizing on this trend by building a mobile presence across platforms. Learn about successful alternatives to accessing the library's catalog and new tools for program and service promotion through the use of QR Codes.

Cataloging in the Cloud: A Multi-Campus Approach
Thursday, May 5, 1:15 to 2:15 p.m.

Speakers: Dr. Marilyn Naito, Librarian; Michael Maiers, Librarian; Heather Phillips, Librarian; Catherine Zimmerman, Librarian. All speakers are from ITT Technical Institute LRC.

Librarians from four Florida campuses examine the pros and cons of creating and keeping their catalog and circulation system in a cloud product. Cataloging serials in the cloud will also be discussed, as will the benefits to a multi-campus institution. Other highlights will include evaluating cloud products, implementing use on a new campus and converting from a traditional system.
Sponsor: Academic Libraries Member Group/FACRL

Technology Sessions Continued

Digital Skills: A Checklist, an Update, and the Burning Question of How
Friday, May 6, 8:30 to 9:45 a.m.

Speakers: Paul Alford, Learning Services Manager, Citrus County Library System; Tina Neville, Head of Public Services, University of South Florida, St. Petersburg; Katie Banks, Teen Services Librarian, Palm Harbor Library.

The ability to use technology to connect, to research, even to fill out simple and vital forms is no longer optional. Yet many of our customers do not have these basic skills – and they look to us for direction and training. This presentation looks at a proposed checklist of real and potential skills for being successful "netizens." A statewide survey of libraries offering technology training to constituents will be conducted, and the results will be shared along with perspectives from public and academic libraries and programs geared to different audience demographics.

Sponsor: Learning Support Member Group

Cost-Saving Sessions

Usability on a Budget: No Cost/Lost Cost Usability and Assessment Tools
Wednesday, May 4, 10:15 to 11:45 a.m.

Speakers: Cheryl Gowing, Director, Information Management & Systems and Scott Britton, Director for Access, Information, & Research Services, University of Miami Libraries.

The Web has become the primary platform for the delivery of library services and resources, making the usability of library Web sites, discovery tools, and related information management tools a crucial factor in providing superior service to our patrons. This presentation by members of the University of Miami Web Redesign Team will showcase a variety of free and low-cost tools that can be employed to assess user needs and satisfaction and success in using library Web services. This data can then inform Web redesigns and customization of information tools to achieve measurable improvements in the user experience.

S.O.S.: Free and Great Resources
Wednesday, May 4, 1:30 to 3:00 p.m.

Speakers: Lauri C. Rebar, Assistant University Librarian (Reference Department), Florida Atlantic University; Bebe S. Chang, Librarian I, Broward County Library.

Replace budget constraints with collaboration and cooperation. Here you'll find a populated guide of open Web resources with information for all age groups and reading levels. The guide provides quick reference to valuable resources which may be hard to find, are one-of-a-kind sites, or may be excellent lists of valuable current sites. This constantly growing and reviewed guide also provides information on search strategies for much of the content listed. Learn to use the content of the guide freely and submit appropriate resources for inclusion in or deletion from the guide.

What Makes "Cents" in the Material World
Wednesday, May 4, 3:15 to 4:45 p.m.

Speakers: Debbie Tour, Acquisitions Services Manager, Orange County Public Library; Terry Boskey, Collection Development Librarian, Pam Beach County Library System.

In a time where usage is increasing and libraries struggle to stay open, how can we provide material for 24/7 service and be sure we are providing what our customers want? Having a large collection doesn't mean anything if it is not in the format our patrons want it in, at the moment they want it. Learn new ideas for providing services beyond traditional parameters of collection development in this interactive and engaging presentation.

Preserving Our Collections, Preserving Our Budget
Thursday, May 5, 2:30 to 3:45 p.m.

Speaker: Marcela S. Estevez, Conservator in private practice.

Discover current preventive preservation and conservation practices for book and manuscript collections. The presentation will include: creating an affordable work-space and a time sensitive workflow; learning basic steps for structural reinforcement of new books before shelving; examining and conditioning manuscripts before filing; correct handling of materials; developing guidelines for staff and users; and assessing conservation needs and defining treatment priorities.

Future Planning and Forward Thinking Sessions

Planning for the Future: Using Database Usage Statistics to Map Out Future Library Development
Wednesday, May 4, 9:00 to 10:00 a.m.

Speakers: Dr. Charles R. McClure, Director, Lauren H. Mandel, Research Coordinator, and Karen C. Doste, Research Associate, Information Institute, Florida State University.

Discover the benefits of database usage statistics in mapping out future library development. Find out how to obtain your library's usage data from the Florida Electronic Library. You'll learn how to analyze and understand the data and what it reveals about your library users and their specific needs. Also, learn practical ways for libraries of different sizes to use this data to plan staff training, create targeted programming for users, and guide collection development.

Sponsor: Academic Libraries Member Group/FACRL

The Future is Here, So Now What?
Wednesday, May 4, 1:30 to 3:00 p.m.

Speaker: Chad Mairn, Information Services Librarian, St. Petersburg College.

Our world is changing and it can be difficult to process it all. A stimulating library can help make sense of these changes and inspire library users to participate in this era of continuous change. Libraries are enhancing people's lives through emerging technologies and library programming. Learn how libraries are constructing an environment conducive to information discovery, sharing, and lifelong learning and glimpse the future of what libraries can become.

A Conversation: When Millenials Rule Our World
Wednesday, May 4, 3:15 to 4:45 p.m.

Speakers: Deborah Robinson, Director of the Library, Tallahassee Community College; Tracy Ann Elliott, Director of Libraries, State College of Florida, Manatee-Bradenton.

Millennials – those born in the mid-1970s to the early 2000s. What do they do, what do they like and dislike? We've heard about Millennials in the work place. We also know that, as consumers of information and library services, Millennials often question the point of libraries as we currently know them. So what happens when this generation actually runs our libraries? What will our work world look like then? Be a part of this lively conversation with current and future library directors as they discuss the future library as seen by the next generation of library leaders.

Sponsor: Academic Libraries Member Group/FACRL

Creating Our Future: Building the New Normal for Florida's Libraries.
Friday, May 6, 8:30 to 9:45 a.m.

Speaker: DeEtta Jones, Consultant, DeEtta Jones and Associates.

The 21st century has brought so many changes that our normal ways of exploring ideas, solving problems, and leading libraries through tumultuous environmental changes will no longer suffice. Positioning libraries as vital and central players in the Conceptual Age will require a paradigm shift— beginning with people who work in libraries. This presentation will encourage participants to explore alternatives for moving Florida's libraries into their desired future.

Storytime and Youth Services' Sessions

Storytelling: Yesterday's Technology for Tomorrow's Libraries
Wednesday, May 4, 10:15 to 11:45 a.m.

Speaker: Sherry Norfolk, Storyteller, Author, and Independent Artist.

Storytelling is the ancient communication skill you should and can acquire! It is cost-effective: a story learned today will be a programming staple for a lifetime. Storytelling is a valuable tool in motivating kids to read and in building literacy skills. Learn to tell stories with style and confidence in this hands-on, highly interactive introduction to storytelling and its applications in public library children's services. Find out how storytelling can enliven and enrich library programming; how to choose and develop an age-appropriate story; and how to use voice, body language, gestures and facial expressions effectively.

It's Not Storytime: It's Music Mash!

Speakers: Phyllis Gorshe, Librarian II, and Olivia Wilson, Librarian I, Dunedin Public Library.

Learn how to incorporate music and movement into storytimes. Whether your patrons are babies, toddlers, pre-school, or elementary-aged kids, our music and movement programs will get them on their feet. Don't worry if you can't sing, you'll learn which music to add to get the crowd going! Find out how to use music and movement, incorporating actions and motor skills, for a large group of children. You'll get a step by step outline for fun! We'll even have ideas for the 2011 Summer Reading program – One World, Many Stories!

Sponsor: Youth Services Member Group

Totally Awesome: Teen Interns and Volunteers = Future Librarians?
Thursday, May 5, 11:00 a.m. to 12 noon

Speakers: Cynthia Snyder, Reference / Instruction Librarian, Olin Library / Rollins College; Phillis Filer, Public Services Administrator, Alachua County Library District; Mary Brown, Library Director, Union County Public Library; Ann Nelson, Volunteer Coordinator, Palm Beach County Library System; Aidy Silva-Ortiz, Questline Reference Assistant, Orange County Library System.

Are you looking for ways to use the awesome energy of teens in your library? Learn how your library can include these young volunteers and interns in varied and interesting activities, while offering them a

Storytime and Youth Services' Sessions Continued

valuable community service opportunity. Learn from librarians in large and small libraries in Florida as they speak about how a teen volunteer program is organized and supervised as well as the types of activities that introduce valuable experiences in library work. The panel will share examples of the value of the programs to the young participants and the value of the program to the library.

Sponsor: Library Personnel Recruitment Committee

2nd Annual Performers' Showcase
Part 1, Thursday, May 5, 11:00 a.m. to 12 noon

Coordinator: Cheryl K. Fishman, Children's Librarian, Boynton Beach City Library and Florida Library Youth Services Network.

Check out the talent available for library programming! Performers from around the state present brief examples of their work as a preview of what they offer for library programs. Try before you buy! Enjoy excerpts of programs available for library bookings.

Part 2, Thursday, May 5, 1:15 to 2:15 p.m.

The fun continues with more demonstrations of talent available for library programming. Performers from around the state present brief examples of their work as a preview of what they offer for library programs. Try before you buy! Enjoy excerpts of programs available for bookings.

Arts Exploration Initiative: Art is in Everyone
Thursday, May 5, 4:15 to 5:15 p.m.

Speakers: Sarabeth Kalajian, General Manager and Holly Anderson, Youth Services Coordinator, Sarasota County Library System; Nancy Roucher, Arts Education Chair, The Arts Council.

Libraries can encourage creativity and imagination through programming and services. Hear about an initiative to focus on the "process" of art experiences rather than on the product or universal craft item. In partnership with The Arts Council and other local artistic venues, this model includes opportunities for library staff to explore the arts and to discover their own creativity and imagination. This increased awareness prepares and inspires staff to offer similar experiences for children, tweens, teens and families visiting the library.

Marketing Sessions

Fifty Nifty Ideas for Friends of the Library
Thursday, May 5, 2:30 to 3:45 p.m.

A moderated panel of Friends from across the state will present ideas and best practices of interest to Friends of Library groups. Topics to be addressed include membership recruitment and retention, fundraising successes, effective programming and networking with other not-for-profit organizations to maximize available resources and help to increase awareness of your library.

Sponsor: Friends, Foundations and Boards Member Group

Geek the Library: Share Your Passion, Thursday, May 5, 2:30 to 3:45 p.m.

Speaker: Jenny Johnson, Executive Director, Branding & Marketing Services, OCLC.

Geek the Library, a community-based public awareness campaign, is designed to highlight the vital role of public libraries in today's challenging economic environment and to increase local library support. Find out how to use this campaign as a springboard for initiating and expanding relationships with influential members of the community and the media, and for starting important local library funding discussions.

The Art of Telling A Compelling Library Story
Friday, May 6, 10:00 to 11:15 a.m.

Speaker: Nancy Dowd, Director of Marketing, New Jersey State Library.

This session will help you develop and refine your library's marketing and advocacy message using strategic storytelling. It will include an introduction to the elements of an effective story with real-time practice for effective presentation. Learn to develop strategic stories and how to use them to increase your library's visibility. This is an excellent opportunity to inspire your colleagues and to be inspired to create stories to help convey the value of your library.

Where is Your Marketing?
Friday, May 6, 10:00 to 11:15 a.m.

Speaker: Danielle King, Branch Manager, Orange County Library System.

Libraries are facing many challenges given the current economic status. It's more important than ever to increase your library's visibility and to educate the public on the valuable resources we offer. This session will demonstrate how you can promote your library based on target marketing. Orange County Library System's "Where Campaign" will be used as an example to demonstrate how target marketing connects the community to services based on their interests and needs.

Message from the Executive Director

Keeping Libraries and Minds Open

"Open Libraries, Open Minds" – FLA President John Callahan couldn't have selected a more appropriate theme for this year. Libraries are vital to the sharing of ideas needed for open minds. The Florida Library Association is working hard to keep both libraries and minds open through telling the library story and through providing opportunities for expanding ideas.

Keeping the doors of libraries open continues to be a challenge with the ongoing threat of funding reductions at federal, state, and local levels. During both the 2009 and 2010 legislative sessions, FLA led the fight to save State Aid funding for public libraries. As we brace for another challenging session, FLA continues to engage a professional lobbyist to represent library issues at the state capitol and to equip library supporters for carrying their message to elected leaders.

On March 29 library supporters convened in Tallahassee for Library Day. This annual event is an opportunity to visit state leaders and share the importance of libraries. Library Day and FLA's advocacy efforts are supported in part by contributions to the Friends of Florida Libraries Honor Roll. Your contribution to the Honor Roll helps make this possible.

In January, FLA's Public Relations Committee, led by Anne Haywood, organized the state's first Florida Library Snapshot project. Nearly 350 libraries of all types – academic, public, school, college, and university – documented the many events that take place in libraries on an ordinary day. These libraries shared photos, user comments, and usage data to tell their story. See the results of this project at www.flalib.org.

In December, more than two hundred Florida library supporters attended one of the six workshops featuring Sally Gardner Reed. As Executive Director of ALA's Association of Library Trustees, Advocates, Friends, and Foundations, Reed shared tips for raising funds and re-energizing Friends groups to ensure that libraries remain viable even in a tough economy. These six workshops represented a new partnership between FLA and the state's multi-type library cooperatives.

The 2011 annual conference will open your mind to new possibilities and may challenge some long-held ideas. Join us May 4-6 in Orlando for a schedule packed full of opportunities for learning. Don't miss this chance to connect with others who care about keeping libraries – and minds – open for the future.

Thanks for being a part of the Florida Library Association!

Faye C. Roberts

Executive Director