

# Florida Libraries



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# Message from the President

Each year, the FLA president is charged with selecting a theme that will serve as a focal point for the year of his or her presidency. The theme that I've chosen for this year is *Florida Libraries: Vibrant and Vital*. In selecting this theme, I wanted to focus on telling the stories about the innovative, exciting activities taking place in all types of libraries and emphasize the vital roles that libraries serve in their communities.

Since I took office in May, I've been visiting a number of libraries, talking with librarians and library workers, and seeing firsthand what makes our libraries vibrant and vital. What I've seen are libraries that are very much in sync with their communities, offering traditional services one would expect to see in a library, but also taking on new roles and using new technologies. Here are a few of my observations.



*Computers in the Lafayette County Library are in great demand.*

While people continue to come to libraries to read books, watch videos, and read newspapers, technology is rapidly changing the landscape. Demand for computer time is on the rise, and many libraries are adding laptops to better meet that need. In other ways, libraries are leveraging technology to better serve their constituencies. The Ask-A-Librarian service, web conferencing, and other online services make it possible for people to get assistance from any location. The Crestview Library, which serves a large military population, provides a room designated for Skype sessions where people can connect with family members on deployment. E-books are becoming increasingly popular, and libraries of all sizes from small, rural libraries to large research libraries are offering them. Some libraries are loaning e-readers and tablet computers and many are providing access to resources through mobile devices. QR codes are omnipresent from signage to Web sites. Greater access to materials is being provided through digitization projects and the development of open-access repositories. The state university libraries' new UBorrow service allows rapid sharing of books throughout the state.

Libraries continue to play an important role in education, from developing literacy, preparing children for school, supporting student success, and providing for lifelong learning. Parents and caregivers are still bringing young children to hear stories, do finger plays, and read books. Summer reading programs are keeping

children reading and engaged in learning while school is out. In some counties, adults can go to the library for Spanish or Zumba classes, to hear lectures on local history or controversial issues, to discuss books, or to learn a craft. Public librarians are taking services out of the building and reaching out to day care centers, Head Start programs, Boys and Girls Clubs, schools, and community groups. At colleges and universities, libraries are offering research consultations, face-to-face and Web-based instruction, and academic tutoring and taking their services to residence halls, academic departments, and the student union.



*A girl reads books to her younger companion in the Dixie County Library.*

It was obvious in each public library I visited that E-government is becoming an increasingly important service provided by libraries. This shifting of responsibilities formerly handled by state social services agencies to public libraries is putting increased demands on library staffs. In many cases, library staff members are assisting people who've never used computers and have to learn how to handle a mouse, as well as complete applications for unemployment, food stamps, and jobs or learn how to build a résumé. As the library manager in one rural county pointed out, the people they're helping are some of the neediest and without the help they get at the library, they wouldn't have another place to go.

I hope to continue visiting libraries throughout this year. While I won't begin to be able to visit every library, I invite you to send me information about what makes your library vibrant and vital and to share images, statistics, and stories with a larger audience by participating in Library Snapshot Day on November 2. There will also be opportunities to share ideas, information, and stories at the FLA Annual Conference, which is scheduled for April 18-20 at the Wyndham Resort in Orlando. The Conference Committee is already at work planning programs for the 2012 conference that will expand our knowledge of new technologies, engage us in thinking about new roles, and help us to remain vital.



**Gloria Colvin**  
*President, 2011 - 2012*

# Florida Libraries: Vibrant and Vital



By Maria Gebhardt

Where can you go to see people of diverse cultural backgrounds, different education levels, and distinct interests enjoying bestsellers, checking out the latest movies, or furthering their education? Where can people bring their children to travel to a magical land filled with unique characters and captivating messages just by listening to story time? Can there be a place that is vibrant, by offering access to millions of items and exceptional programs for people of all ages, while also being a vital pillar of the local community?

The answers to these questions can be found in the very definition of libraries. These two words, vibrant and vital, clarify that libraries are full of life and fundamental to the needs of the millions of residents of Florida.

Libraries are multifaceted organizations that impact cities and counties as well as the entire state. Many people understand that libraries offer materials and services to their customers, but they do not realize that they are also catalysts for progress and growth. They improve the overall quality of life in the State of Florida and help increase future economic development. Libraries make a difference in communities, and these neighborhoods steadily use and make the most of their libraries.

Public libraries serve almost twenty million people annually through library systems and cooperatives in Florida.<sup>1</sup> This usage, for just one year, is substantial — a number that is just under the population of the entire continent of

Australia.<sup>2</sup> Libraries across the United States (U.S.) have also seen a dramatic increase in usage over the last decade. In 2008, an incredible 1.5 billion library visits took place throughout America.<sup>3</sup>

## VIBRANT FOR GENERATIONS TO COME

Libraries continue to reach customers in exciting and vibrant ways, especially through technology and innovative ideas.

- The Orange County Library System (OCLS) offers customers the chance to shake their mobile devices to find new items, including books, movies, and audiobooks. The OCLS Shake It! application, which is available from [www.ocls.info/shakeit](http://www.ocls.info/shakeit), allows users to discover something interesting to read, view, and hear.

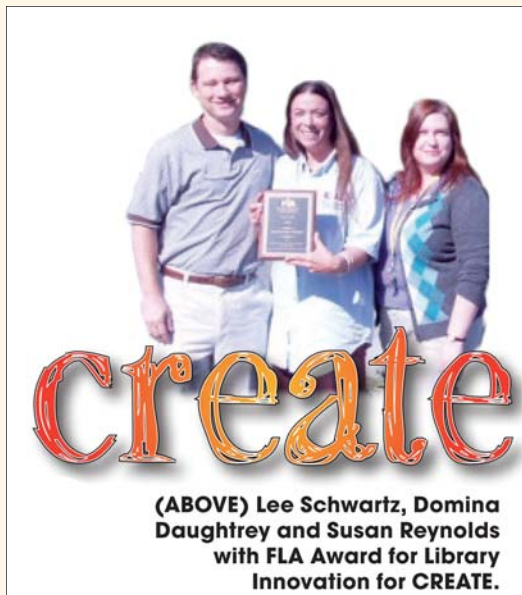
A different title from the catalog is displayed each time the device is shaken, and users are able to choose random displays or narrow parameters such as the audience, genre, and format to generate a more targeted result. The OCLS Shake It! app has garnered over 4,000 downloads and more than 40,000 shakes since it was made available to the public July 2010.<sup>4</sup>



- The Lee County Library System is promoting free downloadable materials on an outdoor billboard that was a gift-in-kind from Cater Outdoor, which donated not only the production costs but also the physical location costs. The billboard will rotate throughout Lee County, informing members of the community that eBooks from the library are just a click away.<sup>5</sup>



- Stetson University offers prizes for research papers that are submitted electronically through the library's Web site. The winners are selected based on their usage of library resources for their research.<sup>6</sup>



- Winner of the 2010 Library Innovation Award from the Florida Library Association, the Marion County Public Library System uses social media to connect with teens.<sup>7</sup> The Colossal Reading Entertainment Artsy Teen Event (CREATE) used YouTube to not only to increase awareness of the event, but to spark creativity in teens throughout Marion County.

- UF is a participant in a new eBook partnership with Open Library, <http://openlibrary.org/>, which offers more than a million free electronic books to readers. Judy Russell, Dean of University Libraries at UF, explained how this program will allow UF to lend out delicate books without any concerns about future damage to the materials. By circulating eBook versions of historic books, UF gives readers a chance to use these valuable materials while preserving their priceless collection.<sup>8</sup>

- The Jacksonville Public Library features an I<3 JPL blog, <http://ilovejpl.com/>, which gives users a chance to contact their government representatives, share information about the importance of library funding, and celebrate everything libraries.





## GIVING BACK TO THE COMMUNITY IN VIBRANT AND VITAL WAYS

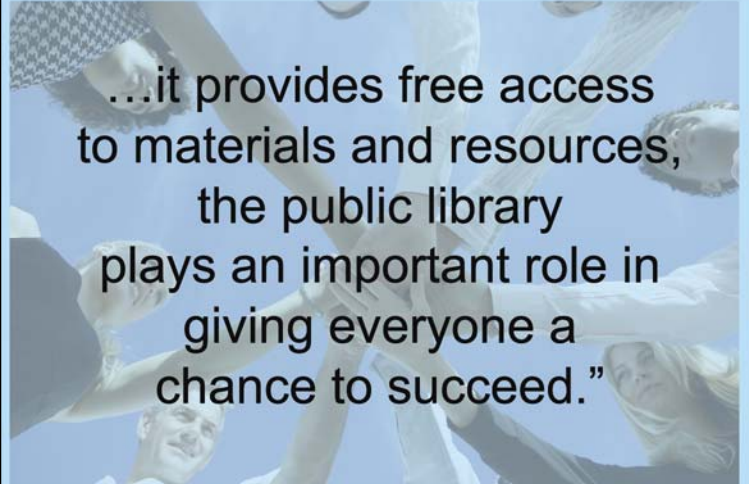
Libraries directly impact their community in numerous ways. First, libraries are an important factor for economic growth and development. “For every tax dollar received, Florida public libraries provide \$8.32 in value.” This is just one solid indicator from a Return on Investment (ROI) study that clearly shows how vital libraries provide a direct financial return to the community.<sup>9</sup> This study explains that tax dollars are actually going further when they are invested into a public library. By supporting libraries, hard-earned tax dollars are being used to improve counties and the overall state through the people in the very communities they serve.

Libraries help people in their neighborhoods, especially the younger generation that will lead and continue to improve their cities and counties in future decades. Visiting the library, to enjoy and explore its materials and participate in programs such as story time, helps students to improve literacy skills, which builds a foundation for lifetime learning and higher achievement. Students continue to learn over the summer and retain reading skills with library programs and events that are geared to hold the interest of young library patrons.

Libraries also collaborate within their communities for academic success. Libraries build rich partnerships to enhance their services and materials. Public libraries and libraries on college and university campuses reach out to students to provide assistance with homework, research, and even tutoring. Many librarians take the time to offer special consultations on specific research topics as well as free workshops to the community.

Furthermore, libraries help customers beyond the classroom. Adults can use the library’s public

“94% of Americans agreed with this statement that in assessing the public library’s value in the community:



Source: 2011 Harris Poll National Quorum  
<http://www.americanlibrariesmagazine.org/archives/issue/state-americas-libraries-2011>

computers with Internet access or take advantage of wireless access. Adults of all ages can visit libraries to attend classes about résumé preparation and even learn how to use word-processing programs.

Libraries train many people in advanced computer skills with 2,618,395 users receiving technology instruction in more than a half a million hours of actual learning time in fiscal year 2008–2009 (FY09).<sup>10</sup> People gain essential skills in a variety of Microsoft® programs, social networking classes, and online searching strategies. Once customers increase their technology skills, they can take advantage of the library’s enormous amount of electronic resources including educational databases, business-related information, and tools for genealogical research.

Libraries are facing more complex technology-based requests from users about how to utilize online government services such as Social Security, public assistance, and immigration and citizenship. The *2010-2011 Public Library Funding & Technology Access Study* shows that library users in Florida need help with e-government Web services. Assistance from library staff was requested on average 97.3% compared to the national average of only 89.7%.<sup>11</sup>

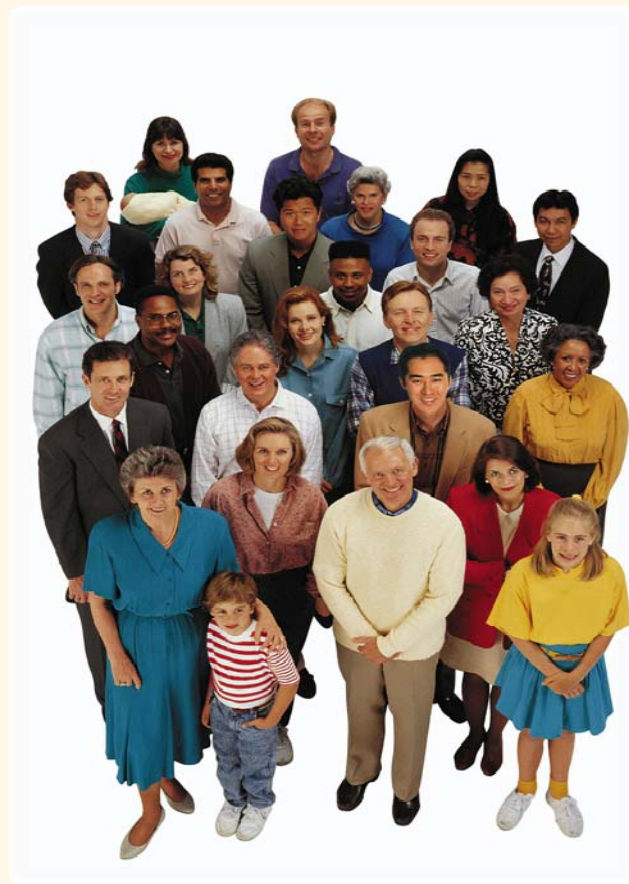
Florida Memory Project, an online service of the Florida Division of Libraries and Information Services, <http://www.floridamemory.com/>. This site offers music, images, and documents on numerous collections. Many other library Web sites offer online access to special collections and features allowing people to virtually visit and view images and even historical information from any location at their convenience.



The State of Florida developed an online portal, <http://gethelpflorida.org>, to assist residents in finding and using e-government services. The Web site offers information broken down by category and county through an easy-to-use map. The site also offers income-eligibility data and a direct link to Ask a Librarian where people can chat, text, e-mail, or call libraries for support. Get Help Florida includes frequently asked questions with links to the appropriate state and federal agencies for topics such as employment, medical, legal, and business.

Libraries also offer free resources to new members of the community to increase their language skills with English classes and opportunities to practice their writing and speech. Many people volunteer to teach these classes and tutor adults who need English assistance.

Small businesses can greatly benefit from the free online resources available at libraries. People who want to start a small business can gain information about writing a business plan. For those who already have small businesses, libraries offer online databases with vital records, including demographics, companies, industries, and summaries of key executives.



Users throughout the State of Florida have a wide variety of Web resources at their fingertips. Florida's public libraries recorded 71,231,995 electronic visits in FY09.<sup>12</sup> In addition to utilizing valuable databases in the Florida Electronic Library, customers can find a wealth of photos and historical information through the

## GIVING BACK THROUGH VITAL SERVICE

Libraries also generated more than one million volunteer hours in just one year.<sup>13</sup> Libraries provide a safe environment for people of all ages to give back to the community. Seniors have an opportunity to share their knowledge and skills with a whole new generation while constructively spending their time. Through the generous time of volunteers, many libraries also have programs to increase literacy skills and help small business owners. Students who volunteer not only set an example to their peers, but are actually helping the next generation improve their skills and increase their interest in learning. Students who use their libraries while in school also have an advantage when they enter colleges and universities with an appreciation to meet people of different cultures from around the world.

## GIVING BACK WITH VIBRANT CULTURE

Throughout the State of Florida, libraries offer a special environment for the community with collaboration. Cultural events showcasing different customs and traditions help to bring people together and expose new cultures. Many libraries offer events for cultural heritage months, including Black History Month in February, Women's History Month in March, and Hispanic Heritage Month in September and October. In May, many libraries offer unique programming to highlight the rituals of Asian American and Pacific Islander Heritage Month.<sup>14</sup> Book clubs focus on authors from specific geographical areas, panel discussions offer library users a chance to listen to speakers who share insight and memories of their heritage, and musical events showcase different types of instruments and styles of various cultures.

Even without a specific heritage month, libraries enrich cultural experiences. Museums partner with libraries to offer bibliographies of materials available and story times are focused around new exhibitions. Local artists offer free programs with hands-on experience for different methods of art, and libraries display impressive artwork that is rotated throughout the year. Lectures on architectural topics also broaden knowledge and appreciation of buildings and provide a sense of history to a diverse group of library users.

### This issue of *Florida Libraries* offers even more exceptional examples of how libraries are both **Vibrant and Vital:**

- Ever think of what librarians in other libraries are working on? Librarians across the state used Twitter as part of a Virtual Job Shadowing project. Check out page 12 to read real tweets about their busy and interesting days.



- Learn how one university uses audio/video technology to help students use databases. On page 20, screencasting makes it easier to virtually show students how to find information and offers a tool to promote academic excellence.



- Find out how collaboration can help preserve collections. On page 25, the Panama Canal Museum and University of Florida Libraries are working together to protect a collection with a century of historical significance.





## VIBRANT AND VITAL

Libraries are irreplaceable institutions that transform communities and improve the quality of life for both residents and visitors. The fact that libraries serve almost twenty million customers in Florida and over a billion people in the U.S. illustrates how libraries are absolutely vital, impacting a diverse range of people. Libraries are also exciting places that offer materials, technology instruction, and programs to advance skills and open minds. From computer classes to poetry readings and performances to adventures in reading, listening and seeing, libraries are life-enhancing for all ages in all neighborhoods, creating opportunities for vibrant communities.



*Maria Gebhardt is the Business Services Manager at Broward County Library  
and Editor of Florida Libraries.*

### NOTES:

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- 2 – Australian Bureau of Statistics, Australian Demographic Statistics, <http://www.abs.gov.au/ausstats/abs@.nsf/mf/3101.0/>.
- 3 – Institute of Museum and Library Services, “Public Libraries Survey Fiscal Year 2008” (June 2010), <http://harvester.census.gov/imls/pubs/Publications/pls2008.pdf>.
- 4 – Sheri Chambers, Digital Content Manager, Orange County Library System, e-mail message to author, May 31, 2011.
- 5 – Margie Byers, APR, Library Development Specialist, Lee County Library System, e-mail message to author, July 18, 2011.
- 6 – DuPont-Ball Library, Stetson University, [http://www2.stetson.edu/library/prize\\_winners.php](http://www2.stetson.edu/library/prize_winners.php).
- 7 – Florida Library Association, FLA Award Recipients 2011, [http://www.flalib.org/awards\\_recipients\\_current\\_yr.php](http://www.flalib.org/awards_recipients_current_yr.php).
- 8 – University of Florida, Digital Library Center Blog, <http://library.gameology.org/category/innovation/>.
- 9 – Florida Department of State Division of Library & Information Services, Return on Investment in Florida Public Libraries, <http://dilis.dos.state.fl.us/bld/roi/>.
- 10 – Florida Department of State Division of Library & Information Services, Table 12 – Electronic Access – FY2008-2009, [http://dilis.dos.state.fl.us/bld/Research\\_Office/fy2009/pdfs/200912ElectronicAccess.pdf](http://dilis.dos.state.fl.us/bld/Research_Office/fy2009/pdfs/200912ElectronicAccess.pdf).
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- 12 – Florida Department of State Division of Library & Information Services, Table 12 – Electronic Access – FY2008-2009, [http://dilis.dos.state.fl.us/bld/Research\\_Office/fy2009/pdfs/200912ElectronicAccess.pdf](http://dilis.dos.state.fl.us/bld/Research_Office/fy2009/pdfs/200912ElectronicAccess.pdf).
- 13 – Florida Department of State Division of Library & Information Services, FY2009 Florida Public Library Statistics, [http://dilis.dos.state.fl.us/bld/Research\\_Office/fy2009/](http://dilis.dos.state.fl.us/bld/Research_Office/fy2009/).
- 14 – The American Presidency Project, Proclamation 8369 – Asian American and Pacific Islander Heritage Month, 2009, <http://www.presidency.ucsb.edu/ws/index.php?pid=86098#axzz1SC2md9ao>.



Edmund Skellings

# FLORIDIANA WITH A TWIST: The First Electric Poet Laureate

By Nancy Pike

By governor's proclamation, in 1928 our state established the title of Florida Poet Laureate, the designee to serve for his/her lifetime. So far, three poets have been granted the honor.

Dr. Edmund Skellings, the current Laureate, has held the post since 1980 when Governor Bob Graham announced his selection by a national panel from over 400 candidates. Early on, Dr. Skellings intrigued the media with his ponytail, black Porsche, and license plate POET1. He was a new style of poet, having early on incorporated audio amplification and modification into his presentations, even billing himself as "The First Electric Poet."

Although the position carries no official duties, Skellings has used it to promote poetry and writing both in person and on television. For example, he addressed the 1993 annual conference of the Florida Library Association in Daytona Beach.

In 2008 he was appointed a University Professor of Humanities at the Florida Institute of Technology (FIT) where his parking sign reads "Reserved Parking Poet Laureate of Florida." In addition to eight books of poetry, he has published recordings and software. His latest book is *Collected Poems, 1958-1998* (University Press of Florida). In 2002, he won the Videographer Crystal Award of Excellence for his video disc *Word Songs*. The Evans Library at FIT is digitizing his multimedia archives.

Dr. Skellings received his doctorate from the University of Iowa where he also taught at the Iowa Writer's Workshop. He founded the Alaska Writer's Workshop at the University of Alaska. With a group of other professors, he organized the Alaska Flying Poets who made trips to high schools for talks about the value of writing well. In 1967, he joined the faculty at Florida Atlantic University then in 1973 became Director of the International Institute of Creative Communication at Florida International University. He has experimented with computer and other technology in conjunction with his writing. For more about Skellings, see the recent article at Connotation Press:

<http://connotationpress.com/poetry/641-edmund-skellings-poetry>.

To read and hear samples of his work, visit:

<http://research.fit.edu/edmundskellings/>.

Florida's first Poet Laureate was Franklin N. Wood, appointed by Governor John Martin in 1929. Wood was a successful attorney from Chicago who moved to Daytona Beach during the 1920s. He continued to practice law but also started writing poetry. He published two books of poems, *Florida and other poems* in 1925, and *Sunset Horns* in 1927. He died in Volusia County at age 54.

Governor Doyle Carlton then named Vivian Laramore Rader to succeed him and she did from 1931 until her death in 1975. After she was appointed Laureate, she established a poetry group in Miami that met for over 53 years, even continuing at least ten years after her death. Some of Rader's seven published books can still be found at second-hand bookstores and online, but the only collection containing her work that is still in print is *Florida in Poetry: A History of the Imagination*, ed. by Jane Anderson Jones and Maurice O'Sullivan (Pineapple Press). The article "In Search of Florida's Forgotten Poet Laureate" by Antolin Garcia Carbonell offers more about her life and career:

<http://www.floridabookreview.com/id40.html>.

The Poet Laureate serves without compensation. In 2008, Senate Bill 2208 proposed to officially legislate the position of Poet Laureate, provide a nominating process, and limit the term to four years; however the Bill died in committee. For further information about the post and all our Poet Laureates, check the Department of Cultural Affairs Web site:

<http://www.florida-arts.org/programs/poetlaureate/>.

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



# Vitality of Florida Library Staff Posted in 140 Characters



By Jeannette Smithee

**F**or two weeks in April 2011, library staff members in Florida libraries offered students, colleagues, and anyone on Twitter an opportunity to follow a day in the life at a library. From April 11 through April 22, 2011, twenty-seven people each used Twitter to document one day at work for the FLA Virtual Job Shadowing project. Anyone could follow the Twitter tag **#libjobshadowFL** to share impressions of the amazing variety of jobs in libraries. Library workers shared the enthusiasm, joy and accomplishment of library work. More than one person added the comment "I love my job."

The primary audience for the Virtual Job Shadowing project was library school students. The project aimed to provide real-world examples of the interesting and important work accomplished by people in different roles in a library. The project used Twitter and Facebook, tools that are natural to young people thinking about entering our workforce. The messages raised awareness of the value of library staff. The students and others who followed the Twitter tag also learned that the library workplace has an incredible variety of jobs and work activities.

## FLA Virtual Job Shadowing 2011

Who were the people who agreed to be shadowed for this project? They came from across the state. Tweets came from Central Florida (11), South Florida (9), Northeast Florida (4) and Panhandle Florida (2). One person was completing library school in Florida, but had a library job out of state. Most tweeters worked in public libraries (19).

Others worked in academic libraries (8). Some worked in large libraries, some worked in branch libraries, and some came from small libraries.

The biographical statements reflected jobs from Administrative Assistant to Dean of Libraries. Job titles were less important than the types of activities each person shared. In the job shadowing postings, staff members indicated multiple tasks and activities across job or department boundaries. Many spent part of their day at a reference or other public service desk along with other responsibilities.

The FLA Virtual Job Shadowing postings recorded opening the library, closing the library, preparing for events, work on projects, and most importantly interacting with library customers. Some postings recorded unique activities and some reflected activities with common themes. This article includes examples from the FLA Virtual Job Shadowing tweets, in the posters' own words.

The Virtual Job Shadowing project took place in April near the federal tax filing deadline. Library staff members helped with forms, computers and printers. Library staff working at reference desks, at circulation desks, and elsewhere in the library also assisted customers with finding books and answers. There were book clubs, programs, and training classes. Library customers of all ages interacted with library staff.

**Table 1: Customer Service - Life in Public Service**

4/12/2011	@DestinLibrary	Reminding patrons that Thursday, April 14th, will be the last AARP Tax-Aide date for 2010 income tax preparation.
4/13/2011	@leahlew	Just helped a patron figure out her log in for Turbo Tax so she could finish filing her taxes.
4/13/2011	@layneaa	Flurry of patrons...computers are full...tax forms flying off the racks...and an old friend came to visit.
4/13/2011	@Kimberly_Sheen	Email Reference time! Telling a patron how to access our ebook collection! I love doing this!
4/14/2011	@DestinLibrary	Time for Book Club! I love my job!
4/18/2011	@oclnorth	Just showed a patron how to access templates in Microsoft Word so she could build her resume!
4/19/2011	@oclnorth	Assisting people uploading their resumes
4/20/2011	@DBPLYALibrarian	So far 22 kids and teens have come to our Got Gaming? Club @ DBPL!
4/20/2011	@DBPLYALibrarian	Almost time to wrap it up! Gaming stations are being taken down, but kids don't wanna go!
4/20/2011	@librariantom	just showed a class how to borrow ebooks from our library. some brought their devices; they probably knew more than me :)
4/20/2011	@ocslibrary	Just helped someone find information about free legal assistance for seniors
4/20/2011	@librariantom	entering programs for June calendar. "Entrodiksyon a Etenet." not sure how to write "hands on" in Creole.
4/21/2011	@bunniehopp	composing email to professors requesting items to be placed on reserve for Fall2011
4/21/2011	@rollinsmiller	Fixing printing problems and answering questions about the royal wedding. You never know what you will get on the ref desk!

Many libraries are open seven days a week. Several Virtual Job Shadowing postings came during evening hours. One Tweeter reminded us how busy libraries can be on a Sunday.

Here are a few posts from a Sunday afternoon in a children's/young adult area:

**Table 2: Sunday Service - Never a Dull Day**

4/17/2011	@librarymar	The library is extra busy this Sunday! Lots of families with kids under 5; also many middle school kids on computers.
4/17/2011	@librarymar	A little girl just asked, "Do you know where the pigeon books are?" Haha! We walked to the Mo Willems books & she was happy!
4/17/2011	@librarymar	Trying to compose program descriptions, answer patron questions, and assign tasks to teen volunteers. Its good to be busy!
4/17/2011	@librarymar	Taking a Snickers break...then checking our story collection database for materials for summer programs. Lists due tomorrow!
4/17/2011	@librarymar	Student teacher asked 4 math & social studies books for class of 4-year-olds. Suggested picture books abt community helpers.
4/17/2011	@librarymar	Young man asked for DVD w/ Spirit in the title & by same director of My Neighbor Totoro. Google helped me find Spirited Away.

Library users do not realize the thought and evaluation that goes into making online resources accessible to library customers. This can be the addition of new technology and gadgets. This can involve reflections on decisions for library electronic resources.



Here are a few reflections on technology:

**Table 3: Technology - Always Something New**

4/11/2011	@carriehun	Experimenting with Yahoo Pipes to create some RSS mashups. I'm thinking local news, a badge for books page, and more.
4/11/2011	@carriehun	Configuring our Library Anywhere trial mobile website
4/14/2011	@edlib	#Proquest presentation was very good and important. I'll be teaching the new interface come Fall semester.
4/14/2011	@edlib	Awesome! #RefWorks 2.0 doesn't require you to turn off popup blockers! Major improvement.
4/14/2011	@Wrecksdart	Changes are afoot with some database providers purchasing other collections--how will this impact our setup?
4/14/2011	@Wrecksdart	In a discussion about the love/hate relationship between copiers/printing and students at academic libraries
4/14/2011	@Wrecksdart	Minor project: Old VHS tape w/ archival college info needs to be digitized, streamed, and beamed into outer space
4/14/2011	@Wrecksdart	Well, okay, maybe not beamed into outer space. Just fired from a cannon--that's how we librarians roll.

One enthusiastic cataloger from Bethune-Cookman University shared detailed notes for cataloging items with Dewey call numbers. It was a refreshing reminder that the value of collections depends on thoughtful cataloging.



Below is the log for one title:

**Table 4: Cataloging - Life in the Stacks**

4/21/2011	@genealogygerri	The current book is going to Special Collections; 1.autographed by author; very small book to get lost.
4/21/2011	@genealogygerri	A couple of things about this book: Black Back; Back Black by Sarah Webster Fabio. It is autographed and donated
4/21/2011	@genealogygerri	So I had to add a couple of fields: 590 for donation and added who donated the book; 500 for autographed and added who signed
4/21/2011	@genealogygerri	My last book: It was 809 which stands for History, description, critical appraisal of more than two literatures
4/21/2011	@genealogygerri	The whole number is 809.896. Literature for African Americans. Cutter number was author.



Library administrators and supervisors are not always obvious to library customers. Administrators are vital to library decisions and staff morale. In addition, administrators may fill in to keep the library running smoothly.

**Table 5: Administration - Life in Management**

4/11/2011	@graceveach	Approving requisitions. This is the time of year when we have to finish spending our materials budgets.
4/11/2011	@graceveach	Out of the office for awhile at a Deans' meeting. All the details of graduation and end-of-year have to fit together.
4/11/2011	@lmanners	NOW will start working on the router ... I Hope. Oops ... pass out paychecks first, router???
4/15/2011	@newriverlib	Spent time updating equipment inventory. New equip. for telecom installed & inventoried; preparing to surplus old stuff.
4/20/2011	@layneaa	Working on the bank deposit. Came in late today because the book discussion is tonight at 6:30 p.m.
4/21/2011	@rollinsmiller	Just reviewed the faculty tech. grant recipients for 2011-12. Each one gets the support of a lib and an instructional tech.

Lunch was a significant event for many. Along with routines to prepare for the day, and to close the library at the end of the day, lunch was a milestone in busy multitasking days.

**Table 6: Lunch - Don't Forget Lunch!**

4/12/2011	@destinlibrary	Celebrating National Library Workers Day with colleagues. Pizza courtesy of library booster. Yum, yum
4/12/2011	@ladystarfisher	Going to teach a nice lunchtime yoga class for the library staff.
4/13/2011	@leahlew	Grabbing a quick lunch before getting back to work.
4/14/2011	@Wrecksdart	Oh dear. IT is attempting to order lunch. This involves Twitter, Paypal, MySQL, and a laser beam.
4/15/2011	@newriverlib	Updating policy brochure but taking a break for lunch.
4/20/2011	@layneaa	BRB...lunch calls...

The twenty-seven people who shared their workdays had a lot of fun. They shared the joys of connecting library customers with the information they need.

### Reactions and Comments

The FLA Virtual Job Shadowing project covered twelve days in April 2011 when 643 Twitter postings used the tag #libjobshadowFL. The Facebook page usage statistics showed that there were between 300 and 660 daily views of the posts through Facebook. The total for the two-week period was over 6,000 views. The author believes that as many people followed the project directly from Twitter.

In preparation for this article, the people who shared their workdays were asked by the organizer if it was a valuable experience and if they had any reactions or comments from others. Several people observed that the act of tweeting their day made them think about their job and appreciate what they do every day. One person said that she was following others on the same day she was tweeting and was **amazed at how different their daily routines were.**

A few people commented that the Virtual Job Shadowing project was an incentive for them to learn to use Twitter and become more familiar with that social tool.

The direct comments were not numerous, but they were insightful. One person said that followers "liked seeing that I was having fun at work." Another person said that he had "a few folks mention that it was interesting to see into a workday at the Reference desk. My partner, who works in ... a different branch, said he *finally* understood what I did all day."

Another participant commented that, "this is a good way to help potential librarians focus in on the specific types of jobs they would be interested in within the library field." The FLA Virtual Job Shadowing project can be a valuable tool to share the variety and energy of library work. There is opportunity for many more FLA members, with different assignments and experience, to make future FLA Virtual Job Shadowing projects a success.

## Types of Job Shadowing

How does FLA Virtual Job Shadowing compare with other projects? Job shadowing is an important way to introduce those new to the job force and those considering a career change to make important decisions. Job shadowing traditionally includes face-to-face visits to a workplace. Junior Achievement, or JA, supports job shadowing programs for high school students. Junior Achievement, in cooperation with the U.S. Department of Education and the U.S. Department of Labor, sponsored Groundhog Job Shadow Day each February 2 for several years. Many libraries participated and the American Library Association developed a *Job Shadow Day Planning Notebook*. The Chicago Library System Groundhog Job Shadow Day was featured in a special report in the May 2001 issue of *American Libraries*. Junior Achievement now cooperates with the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice for JA Job Shadow year-round opportunities. The JA Job Shadow Orientation video describes how organizations can participate.

The concept of virtual job shadowing is less common. Most examples rely on video. The commercial firm Career Corner Digital offers a subscription website with over one hundred recorded videos. The Junior Achievement Student Center has job videos with 130 interviews representing careers in the sixteen industry-specific clusters defined by the U.S. Department of Education Office of Vocational and Adult Education. Neither site includes library or information professional jobs.

A 2010 ALA Emerging Leaders project drafted a toolkit for the Young Adult Library Services Association entitled *Young Adult Librarian Job Shadowing Toolkit for School Librarians*. A chapter on Virtual Job Shadowing offers advice on using technology (but not social media) for job shadowing.

***Virtual job shadowing takes advantage of interactive technologies such as instant messaging, chat rooms, Skype and other conferencing resources to connect teens with working librarians for a meaningful, interactive conversation. Teens are already connected to friends and family through many of these mediums. They are comfortable with and savvy about communicating virtually.***

The Florida Library Association Virtual Job Shadowing project uses Twitter and Facebook. These tools worked well together by combining commentary on the Facebook wall along with the tab showing the active Twitter feed. Another social media job shadowing project is the Library Day in the Life project, a semi-annual event coordinated by Bobbi Newman of the Librarian by Day blog, <http://librarianbyday.net/>. Twice a year librarians, library staff and library students from all over the globe share a day (or week) in their life through blog posts, photos, video and Twitter updates. The project gathers participant information on the Library Day in the Life Project wiki, <http://librarydayinthelife.pbworks.com/>.

## Development of the FLA Virtual Job Shadowing Project

The successful April 2011 FLA Virtual Job Shadowing project built on a project of the 2009-2010 FLA Library Personnel Recruitment Committee. Committee member, Neal Smith of the Florida Hospital College of Health Sciences, guided the first year project. Committee members promoted the project, sending messages to Florida library listservs, recruiting participants and announcing the days for the job shadowing. Neal Smith set up a Facebook page and scheduled people to tweet about their workdays. Over the sixteen days from February 16 to March 4, 2010, seven FLA members tweeted about their jobs. It was the Committee's loss when Neal Smith decided to attend graduate school out of state and was unavailable for the 2011 project.

The 2010-2011 FLA Library Personnel Recruitment Committee decided to continue the Virtual Job Shadowing project. The 2010-2011 committee members took the lead in developing

the announcements and posting them to the various library listservs and to the FLA Blog. The recruitment messages invited any Florida library staff member regardless of job title to participate. Lois Albertson of SEFLIN provided the social media expertise for creating and monitoring the Facebook and Twitter accounts. She also scheduled those who volunteered and added biographical notes to the Facebook page. Announcements to follow the project went to the two schools of library and information services in Florida and to Florida libraries. The power of social media extended awareness.

Twenty-seven volunteers tweeted during twelve days in April. The Virtual Job Shadowing dates included National Library Week. Each weekday featured two or three people. One person agreed to tweet on a weekend. Having more than one person tweeting for the day added to the interest and variety of the experience.

The Facebook page, <http://www.facebook.com/FLAVirtualJobShadowing>, served as the focal point for the FLA Virtual Job Shadowing project. This page included a Wall for announcements and reminders, an Events tab with a listing of Tweeters by the date they would Tweet, and a tab for current Twitter messages. A Twitter page at <http://www.twitter.com/LibJobShadowFL> included the current and archived messages. Each person who agreed to be shadowed for the project used the Twitter tag #LibJobShadowFL. This allowed the messages from twenty-seven participants to be collected on the Twitter and Facebook pages.

## Acknowledgements

The Florida Library Association Library Personnel Recruitment Committee developed the FLA Virtual Job Shadowing project. Thanks go to the 2010-2011 members of the committee: Jenny Alleyne, Florida Hospital College of Health Sciences; Cindy Dorfeld Bruckman, Alachua County Library District; Christie Koontz, Florida State University School of Library and Information Services; Jeannette Smithee, SEFLIN; and Cynthia Snyder, Rollins College.



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# FLORIDA READS:

## *Beyond Hiaasen and Barry.*

By Joyce Sparrow

I recently had a book editor tell me that Florida fiction relies on the prominence and popularity of Carl Hiaasen and Dave Barry. It was one of those comments that made me glad I wasn't wearing flip flops so I could easily come out of my shoes. I am a firm believer that there is much more to Florida fiction than Carl Hiaasen and Dave Barry.

In Florida fiction the geography and atmosphere the Sunshine State play a role; it is nearly a character. For example, the author does not describe just any afternoon rain storm, it is the 4 p.m. Florida gully washer that sizzles and steams on the asphalt. It is stories of children who come to the Sunshine State with their parents who need to reinvent themselves. It includes tales of men who find themselves in Miami and question where they can flee to now that their dreams were not realized when they escaped to South Florida.

Stephen King sees Florida as a healing place and as a result he wrote *Duma Key*. Janet Burroway writes Florida fiction as a love song to the Gulf Coast. Nancy Haddock places her fiction in St. Augustine which she calls a touchable city, rich with

history. Tom Corcoran gives readers a mile marker-by-mile marker look at the little piece of geography called the Florida Keys where residents are lulled by the idea that they are removed from the real world.

Florida fiction ranges beach reading to literary fiction, cozy mysteries and tense thrillers. There are endless romance novels featuring heroic men who rescue single mothers in the world of happily ever after. And that mix is all okay. Hiaasen and Barry have earned the respect of major publishers with large marketing accounts but it is the writers who have their toes in the Florida sand who populate my reading list.

Here are new titles that deserve a place in the hands of library patrons:

*The Daddy Catch* (Harlequin, 2011) written by Leigh Duncan combines the environmental efforts of a local young widow who is a fly-fishing guide with the connections of a handsome surgeon in the fictional Phelps Cove, Florida. The romance takes place in and around battle grounds of developers who want to build on a preserve.

Emilie Richards has added another title *Sunset Bridge* (Mira, 2011) to her Happiness Key series. Again, there is the fight between the developers and the environmentalists, along with the quirky personalities who live in the cottages on Happiness Key.

Diana Abu-Jaber's *Birds of Paradise* (Norton, 2011) tells the story of a Avis, a pastry chef and Brian, a corporate real estate attorney, who struggle with their daughter Felice who ran away from home when she was thirteen and chooses to live on the streets and beaches of Miami.

Sterling Watson's *Fighting in the Shade* (Akashic Books, 2011) captures the 1964 old school Florida football culture in the coming-of-age story of Billy Dyer who is pulled into the backdoor old boys' network by his secretive and alcoholic father.

Michael Lister's *The Big Goodbye* (Pulpwood Press, 2011) is Florida noir fiction featuring Jimmy "Soldier" Riley in Panama City in 1943. The story revolves around blackmail and a beautiful woman.

*Paradise Dogs* (Thomas Dunne Books, 2011) by Man Martin is tells the story of the owner of a hot dog stand. The story brings to life true 1960s southern waitresses who chew Fruit-Striped Gum and smoke Lucky Strikes. It is by far one of the funniest Florida novels recently published. Adam Newman gets my vote for the most colorful character in Florida fiction because he reinvents himself throughout the novel. Need a doctor, Adam can do it. Need a marriage counselor, Adam is your man.

On the nonfiction list, Paul Hendrickson's *Hemingway's Boat* (Knopf, 2011) reveals a new look at Hemingway through the *Pilar*, the thirty-eight foot motor yacht, he used to fish the currents of the Gulf.



The Institute of Science and Public Affairs, Florida State University has published the *Atlas of Florida's Natural Heritage - Biodiversity, Landscapes, Stewardship, and Opportunities*, which is recommended for academic and public library circulating and reference collections. The maps and photographs beautifully show the "extremes and contradictions" of Florida's natural heritage. Readers will understand the various ecological differences in Florida and come away with a better awareness of Florida's biodiversity and conservation issues. The atlas provided useful information for secondary students and lifelong learners.

I've attend book signings and exchange e-mails with many writers who don't have big marketing budgets behind their book contracts. Many of these authors fill their car trucks with books and drive from independent book stores to public libraries to introduce themselves to readers. Most of all they know I am their biggest fan. So, there is much more to Florida fiction than Hiaasen and Barry.

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# Using Screencasting Technology to Help Patrons Navigate Databases



By Zach English

While online databases are sophisticated tools for retrieving information about even the most obscure research topic, knowing how to use them is not intuitive. This is why today's academic reference librarians make database navigation one of the central elements of their bibliographic instruction. Libraries at Everglades University have begun making a series of very brief screencasting videos that are more specifically tailored to individual topics and strategies. This article will explain how effective, affordable and easy it is to make and use these videos.

There are three libraries at Everglades University, one for each of our three campuses in Altamonte Springs, Sarasota and Boca Raton. Everglades University is a career university with a diverse student population. While there are a few hundred on-campus students, the majority of our students are distance learners. Many of them live in other states, and some live in other countries. Therefore, on-campus library services are only one aspect of what we must provide. The libraries offer a number of online options for our distance learners: Meebo chat, a blog with annotated links, Elluminate Webinars, a range of databases, e-books, etc.

At Everglades, each course is required to include a library assignment. For online students, since checking out books from the physical collections is often impossible, the libraries' databases including ProQuest, ebrary, EBSCO, and InfoTrac are vital to their research. However, these databases each present unique challenges. Getting too many results (or too few) is easy to do, while getting a more manageable result list can involve trial and error. Reference librarians are aware of these concerns, but for students

who are new to the process, it can be very surprising that searching through library databases is different than searching through Google. They may get frustrated if the process breaks down somewhere as they search from home. This is a common problem that academic librarians everywhere try to overcome.

Recently, we experimented with a new option: five-minute screencasting videos. Screencasting allows a librarian to capture a computer's desktop image and then share it with the viewer. The viewer sees a virtual duplication of the librarian's computer including every step being completed. One can also speak through a microphone and explain things while clicking through to databases or other Web sites.

For only \$14.99 a year, Everglades' University subscribes to Jing Pro. Jing, a TechSmith product, is a screencasting program that allows you to



make videos up to five minutes in length, and also to upload them to YouTube. When you finish recording a video, you can upload it to a site called Screencast.com. A Screencast.com account is free for anyone to host. When you create this account, you will have a password-restricted area where you can arrange a library of your videos. However, the students can view the videos when you send them a URL that does not need to be password-restricted.



For Everglades University videos, I begin by capturing the entire computer screen. Then, as Jing starts to record, I introduce myself and explain the purpose of the video. What is useful about this is that I will not just describe the databases in a vacuum. I begin by telling the students why a database will be appropriate for their particular academic program. For example, I could say, "Here is our library Web site. Below you will see links to the databases we recommend to our students in the Business Management program. However, over here is the link to ProQuest. ProQuest is an all-purpose database that includes good articles about Business Management topics. However, it is not subject-specific, so we recommend trying it after you have first used the subject-specific ones, as doing this will increase the accuracy of your searches. Follow me as we go into EBSCO Business Source Complete..."

Even if a library's subscription to a certain database includes access to the vendor's instructional materials, none of those materials will feature the personalized communication that only librarians familiar with students' assignments, tendencies and academic programs can give. Vendor tutorials also will not show the viewer exactly where to click if they want to enter their database from an institution's site. The most important benefit with library-produced videos is this personal, "tour guide" approach.

During the video I may also mention, "Since we are going to be clicking in to several different spots and checking off boxes here and there, you may find it useful to open this video in a new window and then pause it periodically as you follow along yourself, step by step." So, for example, if they missed the part where I said, "Check off the 'Full Text Only' box, located here," or "Make sure to put quotation marks around terms like 'free trade' so that the words appear together," they can just rewind the video to that point and see it again. Librarians know that these seemingly minor details are integral to the success or failure of a search. Sometimes it helps to write out a

script beforehand, but for other more familiar topics, the librarians might just "wing it." It is easier to be informal and conversational that way.

When you upload the video to Screencast.com, it will have its own URL, and then you can use that URL to publicize the video. We include the URLs in a monthly e-mail blast to our students' e-mail accounts, along with colorful graphics and an inviting description. Then we also include the URL in links that are placed on our library Web site (<http://kesu-verso.auto-graphics.com>), under the heading "Video Tutorials." Paul Betty at the Regis University Library writes that his library's ways of publicizing its screencasting videos included announcing news updates on the library site and in the campus student newsletter, as well as handing out bookmarks with announcements and sending out direct e-mails. In your Screencast.com library, you can keep track of video views, which are useful statistics to have. Betty writes that Regis also used Google Analytics to track statistics.

Another possibility, which Everglades University has not explored yet but which sounds promising, is to use screencasting as an "on-the-fly" supplement to virtual reference transactions, such as those over e-mail and instant messaging. This is possible because recording a quick video with Jing and sending out the URL takes little more time than it takes to perform the underlying search itself. Carr and Ly, from California State University's Kellogg Library, report that they have found this strategy successful. They note that, while in-person reference assistance includes the visual and the auditory, written instructions can take much longer and lead to misunderstandings. Screencasting can help to resolve those problems.

We also recently experimented with a trial version of Camtasia, which is an editing platform that can merge with Jing Pro so that you can edit your videos. Jing Pro does not allow any post-production editing, so if you make a verbal gaffe or if a page does not load quickly enough, you may have to re-do

the video from scratch. With Camtasia, you can edit the entire soundtrack, and re-record individual sections as needed. You can also add in quizzes, pop-up visuals, music, and more. We made one video where, instead of a librarian voice-over, we played a music track in the background and merely showed with arrows, circles and call-out tabs how to go from point to point on the main Everglades University Web site. A Camtasia subscription costs \$299 a year, but the added options are exciting and you might find that your students respond well to that style.



Students let us know that they appreciate this new instructional approach. It helps to reiterate now and again that libraries are for more than just checking out books – that we can assist them with all of their research needs. And while the brevity of the videos is a limitation, in another sense, it carries benefits: letting students know that the video they are about to click on is not an hour long will make it more appealing to watch while drinking their morning coffee and checking their other e-mail; and having a short time window also forces one to be as concise and direct as possible. You can put as many topic-specific videos as you want on Screencast.com, and additional bandwidth to host your video library is inexpensive (if you even reach the point of needing it).

The use of screencasting videos seems to be catching on in all sorts of libraries throughout the country. A review of LIS literature provides more examples of other technologies being used for the

same end. Mikael Jacobsen writes that good screencasting should involve the following:

- Explain what you are about to do.
- Have one goal, and answer one question. Don't clutter the screencast with unnecessary information.
- Pace yourself; don't go racing through. If possible, let the patron control the pace.
- If using audio, speak and move the mouse slowly to allow the patron to follow along.
- Summarize the reason for the screencast near the end.
- Have a starting point. This is usually the front page of the library's Web site, but it could be anything as long as the patron knows how to get to it.
- If the patron seems interested, teach her or him how to use the tool. Wouldn't this be a great way to get help requests?
- Don't worry about making it perfect. These are meant to be quick and dirty, so mistakes are fine.

As academic libraries extend their digital reach, more students are increasingly relying on librarians to overcome geographical barriers. Screencasting is one way for us to achieve that goal. For more information, please visit:

Jing – <http://www.techsmith.com/jing/>

Camtasia – <http://www.techsmith.com/camtasia/>

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Zach English is the campus librarian at Everglades University's Altamonte Springs branch campus. He received his MLIS from the University of South Florida's School of Information in 2010.

At its June meeting, the Florida Library Association Executive Board voted to make *Florida Libraries* an open-access publication following a two month embargo period when the journal will only be available to members. In doing so, FLA joined a growing movement to open up content and share information with a wider audience.

Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. Articles published in *Florida Libraries* will be accessible through Google searches, making it possible for more people to learn about programs and topics related to libraries in Florida. Authors who publish articles in *Florida Libraries* will be able to use their articles by making copies, posting them on personal Web sites or placing them in institutional repositories.

The Open Access movement has grown out of concerns about the high cost of journals, particularly in the sciences, and libraries' resulting inability to provide access to important publications; efforts by governmental funding agencies to make the products of research paid for by taxpayers freely available to the public; and increasing awareness of the social benefits of sharing information and data.

Libraries are at the forefront of this movement and a number of library organizations have set an example by making their publications open access. The FLA Executive Board recognized the value in making this change for *Florida Libraries* and is pleased to taking a leading role in this movement.

People and organizations around the world will be promoting open access during Open Access Week, October 24-30. If your library would like to offer a program or have a discussion as part of the week's activities, see the Open Access Week Web site (<http://www.openaccessweek.org/>) for ideas and information.

## Skype Reservation Room at Crestview Public Library

by Sandra Dreaden

The Crestview Public Library now offers a dedicated laptop and tutor room for Skype, the software application that allows users to make video/voice calls over the Internet.

Over the past year the library had had several requests from out-of-state employers as well as local patrons wanting to conduct Skype job interviews. We also have a heavy concentration of military personnel in our area with more arriving every week. The 2005 Base Realignment and Closing ordered the move of the 7<sup>th</sup> Special Forces, the Green Berets, from Ft. Bragg, North Carolina, to a brand-new cantonment just completed south of Crestview. Twenty-two hundred military personnel plus 4000 family members are moving to this area by September 2011 with a growing need to communicate overseas by Skype.

Patrons use their library card to make a reservation at the library's PC Reservation Station, choosing "Skype Laptop" as their area, take their receipt to the circ desk to pick up the Skype system, and then hook it up in the designated tutor room. Reservations may be made for immediate use or up to a week in advance.

An active participant in FLA's first Library Snapshot Day in January 2011, the Crestview Public Library continues to evolve as a "vibrant and vital" Florida library!







## 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](http://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](http://www.rightservicefl.org/library)

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

[www.rightservicefl.org/library](http://www.rightservicefl.org/library)



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This website has been funded under the provisions of the Library Services and Technology Act, from the Institute of Museum and Library Services, administered by the Florida Department of State, State Library and Archives of Florida. Use of this website does not guarantee eligibility or access to services.

# Museum and Library Partnerships: The Panama Canal Museum Joins the Gator Nation



By Dr. Rachel A. Schipper

Throughout the nation, small and medium sized museums faced with increased economic challenges have begun partnerships with “university or other academic institutions, in some cases handing over artworks and changing locations” in an effort to preserve their collections and to make those collections more accessible.<sup>1</sup> These collaborations work well, since libraries and museums have some of the same audiences. Grant proposals are often strengthened with such ties, and are able to address a broad range of topics, from leadership in the field, preservation, archival practices, education, exhibition and outreach. “Libraries, archives and museums are often natural partners for collaboration and cooperation, in that they often serve the same community in similar ways. Libraries, archives and museums all support and enhance lifelong learning opportunities, preserve community heritage, and protect and provide access to information.”<sup>2</sup>

Twelve years after opening, the Panama Canal Museum (PCM) <http://www.panamacanalmuseum.org/> in Seminole, Florida made the decision to transfer their collections to the University of Florida (UF) Libraries. In collaboration with other campus units (the Center for Latin American Studies and the Samuel Proctor Oral History Program), the UF Libraries will preserve and archive a portion of Canal Zone history that encompasses the time of the United States presence in Panama (1903-1999). Uniquely qualified to offer access to these collections, the UF Libraries have one of the largest and most respected Latin American repositories in the nation. Engaging the PCM population means the expansion of potential subject specialists by inviting the external community to contribute in knowledge generation. Beyond a mutual benefit, the university will make available outreach activities and partnerships that might otherwise not be available. Cultivation of the community will be the subject of several grant proposals that will be submitted for continuing support of the Panama Canal Museum membership and mission.

The Panama Canal Museum’s broad mission includes the contributions by people of all nationalities to the construction, operation and maintenance of the Panama Canal. The United States began construction in 1904 after the French had unsuccessfully attempted to create a sea-level canal. In contrast, American engineers dammed the Río Chagres to create Gatun Lake in the middle of the isthmus and a series of locks to equalize sea levels. The Canal began commercial operation in 1914 and continued to expand in prominence during a time when the Isthmus became a major thoroughfare for cargo and passenger ships transporting between the Atlantic and Pacific Oceans.

Until December 31, 1999, the United States continued to operate the Canal. As a result of the Torrijos-Carter Treaty signed in 1977, Americans began to train Panamanians to assume total control of the Canal by 1999. The Torrijos-Carter agreement identified that Panama would assume control of all Canal operations and “become primarily responsible for its defense”<sup>3</sup>

An expansion project begun in 2006 intends to double the Canal’s capacity with an anticipated completion date of 2014 - the 100<sup>th</sup> anniversary of the original opening of the Canal. Joint exhibits of information and artifacts are planned for the 100<sup>th</sup> anniversary celebration. The University of Florida plans to partner with the Florida Museum of Natural History (FMNH) to create an exhibit that will include objects from the National Archives and Records Administration, the Library of Congress and other prominent national entities. The exhibit will be further enhanced with a display of paleontological specimens excavated from the expansion of the Canal. The FMNH has a \$3.2 million dollar grant from the National Science Foundation (NSF) to “advance knowledge of the extinct faunas and floras of the ancient Neotropics based on the new fossil discoveries along the Canal”.<sup>4</sup>







In addition to offering the collections online and to new audiences, including items represented within the Center of Excellence for the Association of Southeast Research Libraries (ASERL), the UF Libraries have signed a Memorandum of Understanding that will benefit the Federal Depository Library Program (FDLP) and its participants. The partnership agreement outlines the responsibilities for maintaining public access to the digital collection. Included in the project is access to the Panama Canal Commission (PCC) and its predecessor, the Isthmian Canal Commission (ICC), as well as all Federal and officially related publications from the Canal. Access to this Center of Excellence is available from within the UF Digital Collections <http://ufdc.ufl.edu/pcm>.

Oral histories are now being transcribed and several are available as a podcast from the UF Digital Collections. For a sample, see the oral history of Leo Krziza done with Paul Ortiz, Associate Professor and Director of the Samuel Proctor Oral History Program at UF online at <http://ufdc.ufl.edu/UF00100381/00001/>. Dr. Ortiz and his students plan to collect a total of 60 oral histories by 2012 from former and current residents of Panama and the Canal Zone. Some valuable personal accounts would be lost if not for this work, since this engineering marvel will long outlast its original builders and future generations will want access to these stories and personal perspectives.

As the collections continue to be processed and accessioned by a variety of library personnel, a new generation of museum enthusiasts is assisting the UF Libraries. Museum Studies students are helping identify how the collection should be processed and stored, and assisting with tagging and metadata for the database inventory. Working collaboratively with the Panama Canal Museum, UF Libraries hope to preserve this unique collection for future generations to enjoy.

#### NOTES:

- 1- Shelly Banjo, "Hit by the Downturn, Museums Seek Bailouts," *Wall Street Journal*, May 20, 2010. <http://online.wsj.com/article/SB10001424052748703691804575254321564633624.html>.
- 2 - Alexandra Yarrow, Barbara Clubb and Jennifer-Lynn Draper, "Public Libraries, Archives and Museums: Trends in Collaboration and Cooperation," IFLA Professional Reports No. 108, (The Hague, IFLA Headquarters, 2008).
- 3 - "Torrijos-Carter Treaties", Wikipedia, January 25, 2011, [http://en.wikipedia.org/wiki/Torrijos%E2%80%93Carter\\_Treaties](http://en.wikipedia.org/wiki/Torrijos%E2%80%93Carter_Treaties) (accessed February 14, 2011).
- 4 - Panama Canal Project PIRE, 2010, <http://www.flmnh.ufl.edu/panama-pire/>.



**Balboa's Bust.**

*Vasco Nunez de Balboa (1475-1519) was a Spanish conquistador and explorer. He was the first European to see (and stand in the waters of) the eastern shore of the Pacific Ocean on September 13, 1513. He accomplished this feat after an arduous trek through the jungles of what is now Panama. He claimed the Pacific Ocean and all its shores for Spain, which opened the way for Spanish exploration and conquest along the western, coast of South America.*

Source:

<http://ufdc.ufl.edu/UF00093710/00001/citation?search=balboa%E2%80%99s+%3dhead>

Dr. Rachel A. Schipper is the Associate Dean for Technology and Support Services at the University of Florida Libraries and is a board member of the Panama Canal Museum. She coordinates the team who is working to transfer the museum collections.

# Message from the Executive Director

Change is certainly in the air for FLA. In June, the position of Executive Director became ¾ time and the FLA Board contracted with Ruth O'Donnell for conference coordination. In August, the Board approved funds for a part-time Membership Coordinator and Barbara Lussier was hired for this position in September. These changes will make it possible to share the workload and will bring more skills to FLA's operation.

At its August meeting, the FLA board rescinded its policy, adopted in 2005, to not hold conferences or meetings in Hillsborough County until the Hillsborough County Board of County Commissioners rescinds its prohibition regarding gay pride recognition. This change in policy removes the impediment for participation in FLA activities by Hillsborough County employees and clears the way for future FLA events to be held in Hillsborough County.

FLA committees have been busy through the summer, too. The Public Relations Committee is preparing for second Library Snapshot Day in November. The Legislative Committee selected 26 state leaders to be recognized for their work in maintaining funding for public libraries in the 2011 legislative session. A series of articles is planned to highlight how public libraries serve their communities. The first, a back-to-school article on how libraries help kids succeed in school, was distributed in August.

FLA Archivist and long-time leader

Bernadette Storck is working with Andy Huse, Head of Special Collections at the University of South Florida, to train archival volunteers to maintain the FLA Archives housed at USF.

In response to expressed needs by Friends groups for more information on tax and legal issues, FLA is partnering with law librarians led by Rebecca Trammel, Library Director at Stetson University College of Law to provide training. In August, FLA and the Panhandle Library Access Network (PLAN) again collaborated for a mini conference held in Niceville for those unable to travel to the annual conference.

Looking ahead to 2012, applications for FLA awards and scholarships are due February 1, 2012; forms for both are available on the FLA website. Plan to attend the 2012 conference April 18-20 at the Wyndham Orlando Resort.

Remember to renew your FLA membership for 2012 and encourage your colleagues to join. Florida libraries are certainly vibrant and vital – and there's a lot going on with the Florida Library Association.



Be a part of it!

*Faye C. Roberts*

Executive Director

# Don't be the missing piece!

Mark your calendar for the 2012 Annual Conference and Exhibits, April 18 - 20, 2012, at the Wyndham Orlando Resort.



For more information, visit the Florida Library Association online at <http://www.flalib.org>.