

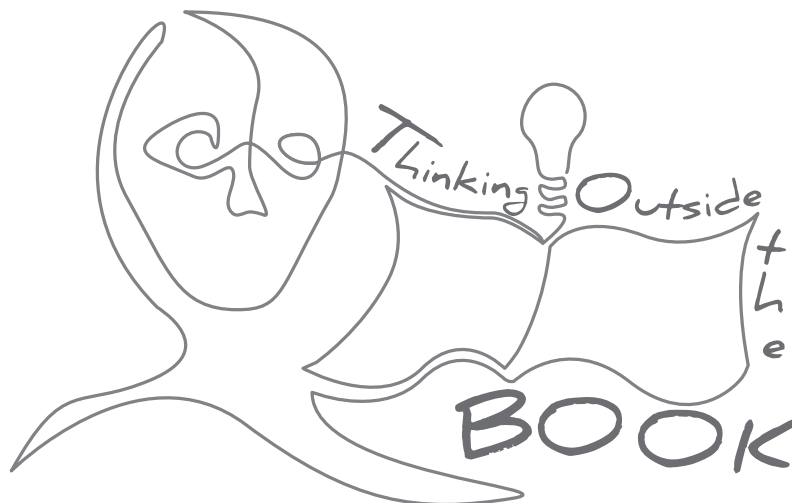
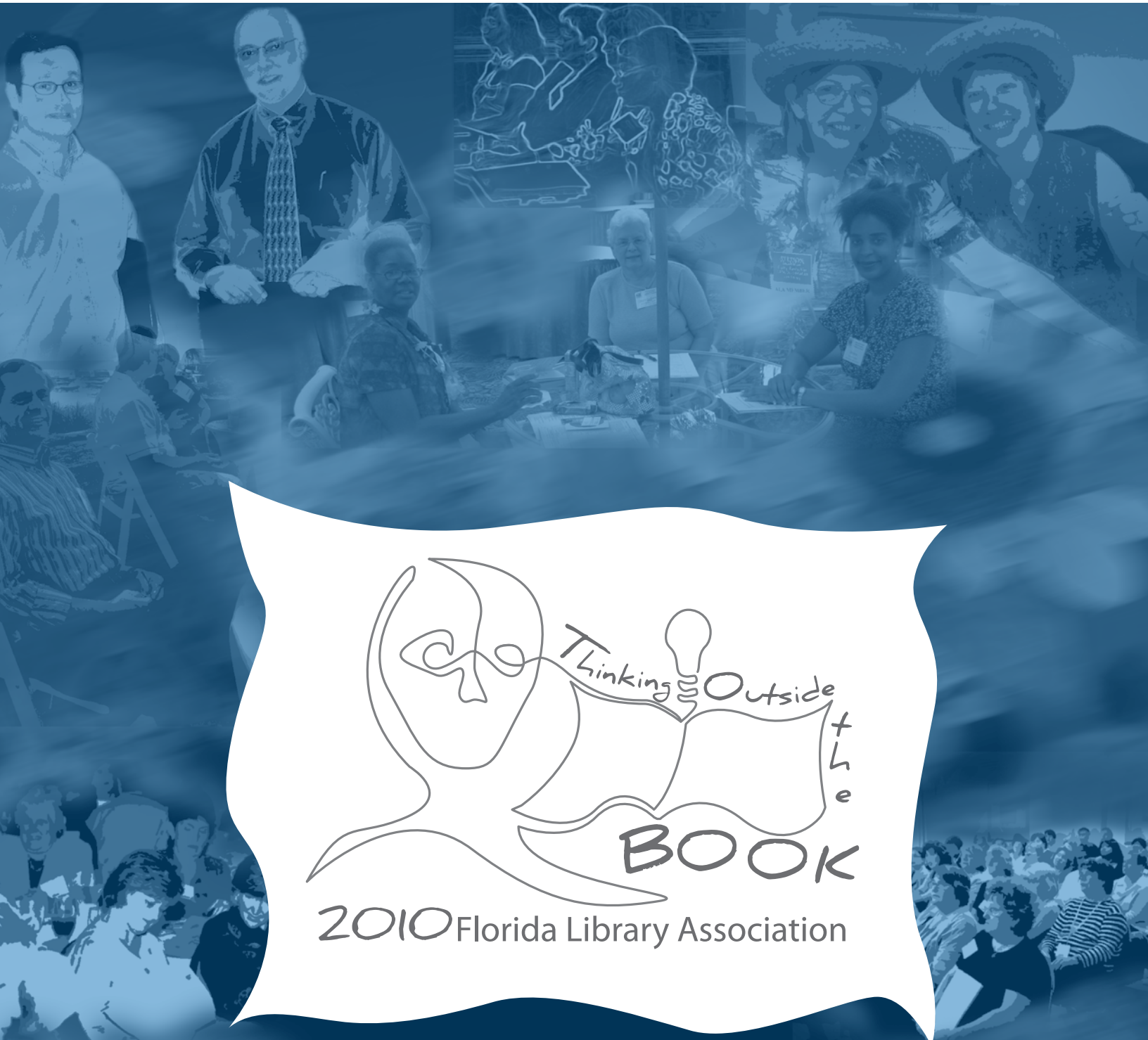
Florida Libraries



THE OFFICIAL JOURNAL OF THE FLORIDA LIBRARY ASSOCIATION

Volume 53, No. 1

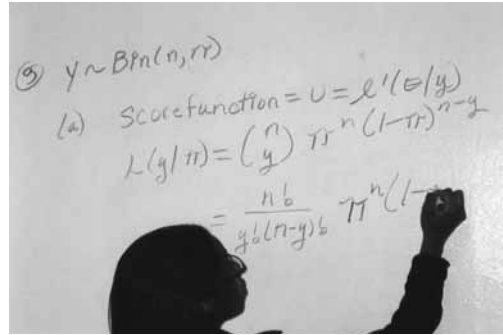
Spring 2010



2010 Florida Library Association

Are you Trendy? • The Scholars Commons for Faculty and Graduate Students •
• Preserving History in Charlotte County • Handling a Book Challenge

TABLE OF CONTENTS



President's Column	3
<i>By Wendy Breeden</i>	
Preserving History in Charlotte County	4
<i>By Christopher P. Jones</i>	
The Scholars Commons: Spaces and Services for Faculty and Graduate Students	6
<i>By Gloria Colvin</i>	
Floridiana With a Twist: Notable Library Buildings	9
<i>By Nancy Pike</i>	
Handling a Book Challenge in Today's World	10
<i>By Barbara Morse</i>	
Are You Trendy? Trendwatching in the Orange County Library System	12
<i>By Kelly Pepo</i>	
Celebrating Scholarship, Knowledge, and Camaraderie: The 20th Anniversary of the Alice G. Smith Lecture Series	14
<i>By Arlen Bensen and Alicia K. Long</i>	
2010 FLA Annual Conference: Thinking Outside the Book	16
Florida Reads	19
<i>By Joyce Sparrow</i>	
Executive Director's Column	20
<i>By Faye Roberts</i>	



Florida Libraries

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Volume 53, Number 1

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Florida Library Association ...

“Thinking Outside the Book”

by Wendy Breeden

While my FLA presidency is winding down, the busy season is cranking up. By the time you receive the *Florida Libraries* Spring edition, Library Days will have come and gone and the 2010 Legislative session will be well under way. I could write the entire article on upcoming legislative issues, but since this edition focuses on the upcoming 87th FLA Annual Conference, April 7–9, 2010, I'll just say be ready for another bumpy ride this legislative session and please be prepared to respond to calls for action.



Wendy Breeden

Back to the Annual Conference, it is once again in Orlando, but at a new venue, the Rosen Plaza Hotel on International Drive. The Rosen Plaza, next door to the Orlando Convention Center, is within walking distance of Pointe Orlando, which has numerous restaurants, shops, and a movie theatre. FLA has been “Thinking outside the Book” for the conference. Conference Planning Chair, Ruth O'Donnell, ably assisted by her com-

mittee and Local Arrangements Committee Co-Chairs Peggy Gunnell and Sandy Mayer, has streamlined the conference to three days and has packed it with creative and innovative programs and special events.

Enjoy a reception and mingle with conference exhibitors at the Exhibits Grand Opening Wednesday evening.

The Florida Chapter of the Mystery Writers of America (MWA) is joining FLA this year. MWA is sponsoring a breakfast Thursday morning prior to the First General Session, will have a **panel of mystery authors after the General Session**, and will be available for book signings in the Exhibits, all on Thursday. Space is limited for the breakfast so register early.

The First General Session on Thursday morning will feature Keith Michael Fiels, Executive Director, American Library Association and Helene Blowers, creator of “Learning 2.0: 23 Things,” the original online discovery program that has been duplicated by over 700 libraries, schools, and non-profit organizations.

There will be two ticketed events you won't want to miss on Thursday: the **Friends, Foundations and Boards Awards Luncheon** and the **Florida Book Awards Banquet** Thursday evening.

Prior to the banquet will be the **President's Reception, Scholarship Fund Silent Auction, and Florida Book Awards Author**

Book Signing. Come for refreshments, fun, and a chance to bid on auction items.

The Second General Session on Friday will be the **awards luncheon and annual meeting featuring Bill Belleville, Florida environmental writer and documentary film producer.** Bill's film-making credits include an Emmy award for “Wekiva: Legacy or Loss.” His book *Losing it all to Sprawl* was named one of “Best Books of 2006” by *Library Journal*; and was a Bronze Medal winner in the 2007 Florida Book Awards. He also wrote and produced the PBS film on Marjorie Kinnan Rawlings “In Marjorie's Wake: Rediscovering Rawlings, a River and Time.”

If you've been following FLA Conference Committee member Tim Bottorff's e-mails about the conference, you know there are plenty of programs to entice everyone, from public and academic librarians, leaders and administrators, to youth, YA, reference, and technical services librarians and there are plenty of technology-related programs, including a new technology “petting zoo.”

So take a break from worrying about the economy, budgets, staffing, etc. Come join us to re-energize and “think outside the book” at the 2010 FLA Annual Conference. To register for the conference, please go to www.flalib.org where you'll find the latest information. Thank you for supporting your Association, and I'll see you in Orlando.



Preserving History in Charlotte County

by Christopher P. Jones

In August of 2004, Hurricane Charley with its high winds and heavy rain made landfall in Southwest Florida, causing considerable damage to many of the objects in its path. Among the badly damaged structures in Charlotte County was the home of Ulysses Samuel “U.S.” Cleveland (1919-2005), a local author and historian who is well-known for amassing a vast collection of photographs, slides, postcards, historical artifacts, and pieces of ephemera dating from the 1920s through the 2000s and related to the history and growth of Charlotte County and Florida. Even though most of Cleveland’s valuable collection survived the storm, many items were lost to water damage and mold. Noting the responsibility of caring for such an irreplaceable and fragile collection, Cleveland donated the remainder of his treasure to the Charlotte County Historical Center for preservation, scholarly research, and display. This donation some five years ago was the catalyst for what is now known as the Charlotte County History Collections digital initiative.

Planning for Digital Preservation

After the hurricane, months of discussion and planning by the Charlotte County Library System and the Charlotte County Historical Center followed on how best to protect, preserve, and share the county’s newly acquired collection. The two organizations, both part of the Charlotte County Parks, Recreation and Cultural Resources Department, decided to craft a comprehensive digital initiatives plan to preserve and make available online the large U.S. Cleveland Collection, as well as their own archival and genealogical resources which had remained largely inaccessible. Before seeking funding, they drafted a road map to digitization for the director and staff. From this they crafted a detailed project

plan that was used as a basis for the grant application. The graphic at the bottom of the page shows the original Charlotte County digital initiatives project plan; that is, the step-by-step guide of high level actions to be taken towards the building of a successful digitization project.

Funding

The Charlotte County Parks, Recreation and Cultural Resources Department submitted an application for funding to the Institute of Museum and Library Services (IMLS), and in 2008 the IMLS awarded a three-year grant to support the Charlotte County History Collections digital initiatives project. The mission of the IMLS, which is the primary source of federal support for libraries and museums in the United States, is to create strong libraries and museums that connect people to information and ideas.¹ Reflecting this mission statement, the goal of the Charlotte County History Collections digitization project is to select, scan, digitally preserve, catalog, and make available on the Web items from Charlotte County’s archives and collections. The items to be included are one-of-a-kind photographs, books, manuscripts, documents, genealogy records, plat records, artifacts, and ephemera (e.g., advertisements, greeting cards, letters, pamphlets, postcards, posters and fare tickets) related to the rich history of Charlotte County.

Digitization Selection Committee

To build county-wide interest and garner support for the digital initiative and to promote the development of a sustainable project, a digitization selection committee comprised of local librarians, genealogists, and historians was established in 2008. This committee, led by the digitization project manager, has responsibility to identify items within the collections of Charlotte County for inclusion in the project; and, evaluate, score, select and prioritize the scanning order of collec-

Children living on the islands around Charlotte Harbor were transported to school by a Lee County “school bus boat.” It would stop at inhabited islands to pick up students and take them to a dock near the Boca Grande schoolhouse. The boat reversed its route after school.



tions. The committee also has considerable marketing responsibilities, as it is largely the face of the project. Indeed, as highly visible members of the community, the committee members are the primary champions of the digital collections and project.

Digital Asset Management Solution and Resources

The project manager identified OCLC’s CONTENTdm as the most suitable digital asset management system to meet the demands of the project’s scope. First, by offering a fully hosted environment, OCLC greatly reduced the local technical burden on county staff. Many of the duties traditionally performed by local system administrators and technical leads – software installations and updates, nightly back-ups, security monitoring, etc. – are incorporated in the turnkey solution. Further pluses of CONTENTdm include its ease of integration with the local online catalog; easy-to-use Web-based interface for administrators, staff, and patrons; exceptional stand-alone application for metadata entry and management; ability to manipulate compound objects, such as multipage books; deft handling of docu-

Select digital
asset
management
system solution

Form digitization
selection
committee

Discover
materials for
digitization

Nominate
materials for
digitization

Review
copyrights/clear
copyrights

Prepare items for
digitization

Right, two women in bathing suits wade along Marion Avenue the day after the 1926 hurricane hit Punta Gorda on September 20.



The photo below, taken in Punta Gorda in May 1943, shows (left to right) Jean Whiteaker Cleveland; her son, 2nd Lt. U. S. Cleveland; and friend, Doris Jones.



ments, images, and maps; superb zoom and pan plug-in which allows users to manipulate large images and maps with real ease; and flexibility and customization options.

Although many resources are available to organizations interested in launching and managing digitization projects, one of the leading guides is Maxine K. Sitts' 2000 publication, *Northeast Document Conservation Center's (NEDCC) Handbook for Digital Projects: A Management Tool for Preservation & Access*, a compilation of guidelines, practices, and information from the famous School for Scanning series. These workshops, which are funded by the Andrew W. Mellon Foundation and the National Endowment for the Humanities, are aimed at administrators in cultural institutions, including librarians, archivists, and curators, who are responsible for digital projects.² The Charlotte County digitization management team found the strength of Sitts' publication to be its focus

on broad generalities, best practices, business procedures, and project guidance, rather than technical specifics and hardware or software requirements.

Launch

In November 2009, after one full year of planning, evaluating, selecting, scanning, uploading, Web designing, and cataloging, the Charlotte County History Collections formally launched online, providing patrons and users Web-based access to approximately three thousand objects – comprised of over six thousand individual, unique scans. Currently, three collections make up the Charlotte County History Collections: the Charlotte Harbor Area Historical Society and Ulysses Samuel Cleveland Collection, the Charlotte County Florida Genealogy Collection, and the Charlotte County Historical Center Collection. Particular items of interest include historic photos such as those of women in bathing suits wading along a flooded street the day after the September 1926 hurricane hit Punta Gorda and the school bus boat that transported children living on the islands around Charlotte Harbor to the Boca Grande schoolhouse.

The first month the Web site generated substantial traffic due in part to a complimentary story in *The Charlotte Sun* as well as to a series of coordinated press releases. During November, the Charlotte County History Collections enjoyed 210,601 hits; 163,559 files served; 5,451 pages viewed; and 2,498 visits. Unexpectedly, a single genealogy resource—the reference book of “Indian Springs Cemetery in Punta Gorda, Florida, 1886-2004”—took the top spot, having been viewed over five hundred times during the

initial thirty days. Based on usage and traffic statistics, the collections appear to interest researchers, historians, and patrons from Charlotte County to the entire state of Florida, the United States, and the world. The Charlotte County History Collections database is accessible from the Charlotte County Historical Center's Web site (<http://www.CharlotteCountyFL.com/Historical/>). In addition, items from the digital collections will be available via WorldCat, the world's largest network of library content and services, as well as Charlotte County Library's online catalog.³

Growth and Sustainability

Year two and three of the IMLS-funded project will see more items and collections added to the Charlotte County History Collections, including personal diaries, notes, ledger books, and letters from the Daniel Child Collection. During these years digitization will proceed at about the same pace: approximately six thousand scans and two to three collections per year. It is expected in year four and beyond that the Charlotte County History Collections' growth will markedly slow down as the project's costs are absorbed by the county and items and collections are added at a reduced pace. However, Charlotte County has guaranteed that its History Collections digital presence will continue as a fully sustainable project.

Christopher T. Jones is Digitization Project Manager, Charlotte County (FL) Department of Parks, Recreation & Cultural Resources.

For more information or general inquiries about the Charlotte County History Collections, please contact the Charlotte County Historical Center at 941-629-7278 or HistoricalCenter@CharlotteFL.com.

Notes

- 1 The Institute of Museum and Library Services. <http://www.ims.gov>.
- 2 M. K. Sitts, ed., *NEDCC Handbook for Digital Projects: A Management Tool for Preservation and Access*. (Andover, MA: Northeast Document Conservation Center, 2000)
- 3 WorldCat. <http://www.worldcat.org>.

Scan and ingest items

Collect/input meaningful metadata associated with items

Review metadata and retrieval functionality of items

General QA of Web interface and online catalog

Market digital collections

Ongoing management of digital collections

The Scholars Commons: Spaces and Services for Faculty and Graduate Students

by Gloria Colvin

Since the first learning commons began appearing in academic libraries more than ten years ago, the concept has been widely embraced. Initially, many of these spaces shared a few basic features: they were technology-rich, provided collaborative space for groups, and offered user support, as well as traditional reference support. As their popularity and usage have increased, learning commons have continued to evolve to include cafes, practice presentation rooms, and areas for performances and exhibits, as well as services such as tutoring, data centers, and programming. Most learning commons primarily serve undergraduate users, and now libraries are hearing from their faculty and graduate students who are looking for different types of spaces that better meet their needs.¹ The University Libraries at Florida State University (FSU) have taken a holistic approach in restructuring public services by researching and assessing the needs of different user groups, designing distinct spaces and services for faculty and graduate students and for undergraduates, and reorganizing staff to support this structural change.

Organizational Restructuring

In 2006, recognizing that various constituencies had different needs and used libraries in different ways, the Libraries' administration decided on an organizational restructuring that phased out the Reference Department and created two separate units, one focusing on services to undergraduates and one focusing on services to faculty and graduate students. For awhile, both units staffed a shared service desk, but eventually the main service desk evolved into a service point primarily for undergraduates.

The Faculty and Graduate Research Services unit initially consisted of several reference librarians who focused on developing a research consultation service, providing instruction for graduate level courses, developing research guides, and providing outreach to faculty. As part of this restructuring, the Libraries administration envisioned a plan

to renovate the main library to create distinct spaces for the constituencies served by these two departments. While research and services for all constituencies moved forward, the Libraries focused first on renovation of a physical space for graduate students and faculty.

Faculty and Graduate Needs

Several assessments made it clear that faculty and graduate students perceived that the Libraries were not meeting their research needs adequately. A 2004 LibQual survey indicated gaps between the desires and expectations of these user groups and the Library's performance, particularly in terms of the collection. Comments emphasized the need for additional resources, subject specialists, and both quiet space and group study space. A Quality Enhancement Review of the Libraries completed in 2005 revealed dissatisfaction, primarily among humanities faculty, in regard to the collection and among faculty and graduate students who desired quieter study areas rather than social spaces. Ongoing surveys of doctoral students completing their dissertations supported these findings.

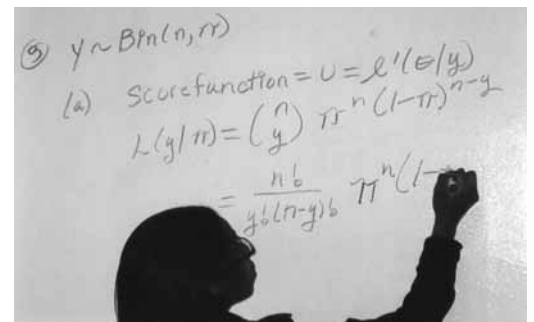
Research

In spring 2007, four FSU librarians, including one from Undergraduate Services and one from Faculty and Graduate Research Services, visited a number of libraries that had recently renovated facilities and created learning commons. The itinerary included University of Tennessee, Ohio University, University of Indiana, University of Kentucky, Georgia Tech, University of Georgia, and Emory University. Later, a group of librarians also visited the newly renovated Library West at the University of Florida. Most of these renovations focused on creating spaces for undergraduates, but there were many ideas that could be adapted for faculty and graduate student spaces, as well.

Later that spring, FSU librarians conducted several focus groups with faculty from diverse departments in order to learn more about ways in which faculty used the Libraries and to gather ideas about other things the

Libraries might provide or do in order to support faculty teaching and research. Several interviews with graduate students were also conducted. The following year, library liaisons conducted interviews with faculty from almost all academic departments on campus using a standard set of questions that was modeled in part on interviews of faculty conducted by the University of Minnesota Libraries in 2005-6.² From these interviews, librarians learned about faculty members' research projects, the methodologies they use, ways in which they communicate with colleagues, conditions in which they prefer to study or write, ways in which they use

A student writes on one of the walls in a group study room in the Scholars Commons.



library resources, and needs that they felt were currently not being met.

There was not much in the literature about faculty spaces in libraries, but several articles on services for faculty were helpful in thinking about what a library could offer this constituency. A number of the ideas that were garnered from visits to other libraries, from research with FSU faculty, and from journal literature were pivotal in forming the basis for a new space in the main library for faculty and graduate students. At the same time, a committee was tasked with researching and benchmarking services that academic libraries provide to faculty and graduate students. Much of this information was gathered from library Web sites.

Creating the Scholars Commons

Planning

The space identified for renovation was the ground floor of the main library, which was home to government documents, microform, maps, and the Digital Media Center. The Provost agreed to provide funding for the renovation and an architect was hired. Planning started with identifying types of spaces to include: group study rooms, research consultation rooms, a graduate student computer lab, conference rooms, instruction space, a reading room, media production facilities, and office space for librarians; and then looking at the available space to see where the different areas would best fit.

Construction

Construction began in December 2007 at the close of the fall semester and continued for most of the following year. Except for the Digital Media Center and staff office space, the floor was closed during construction. Materials located on the floor were retrieved by staff as needed. In the initial stages, com-

for the conference rooms and reading room. Tables in those rooms can be collapsed and chairs stacked so that the rooms can be used for multiple purposes. The reading room is

them wanted study space over technology space and preferred to use their own laptops, so there are only twelve computer workstations in the open area of the floor and the same number in the graduate computer lab. Plugs for electrical outlets are located in floors and in columns throughout the Scholars Commons and there is wireless access for the entire floor. Laptops are used in the instruction room rather than having fixed computer workstations. Images from the instructor's computer can be projected on two walls in the room and the furniture can be set up in many different ways depending on the size of the class or group meeting there.



“most learning commons primarily serve undergraduate users, and now libraries are hearing from their faculty and graduate students who are looking for different types of spaces that better serve their needs.”

compact shelving was installed to accommodate all of the documents, microform, and maps that were housed on this floor. During this time, the Reference collection was weeded, reduced by about 50 percent, and eventually relocated from the main floor to the compact shelving so that many of the library's research materials would be located in this area. Once the collections were moved, fixed shelving was removed, and construction of the new rooms began.

Furnishings

During construction, furniture and equipment were selected and services planned. All furniture was selected with flexibility in mind so that it could be moved easily and spaces reconfigured as needed. Most of the selected tables and chairs have casters, with the exception of more formal seating

furnished with both comfortable upholstered chairs and sofas and study tables and chairs. All of the furniture can be moved, and the room is easily reconfigurable to lecture-style seating for programs. One of the most popular features is the wall in each group study room and conference room that is painted with a special paint to transform it into a floor-to-ceiling writing surface for dry-erase markers. A small, mobile desk functions as the service point for the Scholars Commons, since it is used primarily for circulation and informational questions and very little for reference questions. Its mobility allows for it to be moved if a different location proves to be better.

Computers

Interviews and feedback from faculty and graduate students indicated that many of

to faculty and graduate students, research support, and instruction. Organizationally, the department is team managed, with each librarian having primary responsibility for certain functions or services.

Since November 2008, when the Scholars Commons officially opened, graduate students have been the primary users of the space, and they have been enthusiastic in their appreciation of it. The floor is maintained as a quiet study area, except for the group study rooms and conference rooms. While the floor itself is open to anyone, the reading room, group study rooms, conference rooms, and computer lab are restricted to graduate students and faculty, and they are almost always in use. Keys may be checked out to access the rooms and graduate students and faculty ID cards can be authenticated to

continues on page 8

allow them swipe-card access to the reading room. In the first year of operation, more than one thousand graduate students registered for access to the reading room.

Services

Ideas from the faculty interviews and from visits to other libraries inspired a number of services and programs for faculty and graduate students that are based in the Scholars Commons. Research librarians hold office hours when they are available for research consultations by appointment or on a drop-in basis. Students and faculty wanting to create or embed multimedia in projects can get expert help from the Digital Media staff. The library liaison program is based in the Scholars Commons, and much of the collection development work takes place in this department.

A faculty delivery service dubbed FedS (for Faculty Express Delivery Service) was established and began delivering books to faculty offices and e-mailing journal articles from the print collection to faculty desktops in October 2007. Faculty members have enthusiastically embraced this service, and in

funding for their research. Staff from other departments, including the Office of Faculty Recognition and the Center for Teaching and Learning, will arrange to meet with faculty in the Scholars Commons by appointment.

Programs

One of the visions for the Scholars Commons is to bring together faculty and students from a variety of disciplines to share and discuss

while one writes complex formulas on the wall. In other rooms, students collaborate on a presentation, get help from a statistics specialist, revise the draft of a dissertation chapter, consult with a librarian on a database search, edit a video, or meet with an instructor. Faculty members come by to meet with a liaison librarian, use a print resource, or work on an article.

Building on these successes, the Scholars

Commons team continues to envision new initiatives that will expand services for its constituencies. Many of the features of undergraduate learning commons have been incorporated in the Scholars Commons, but they have been customized for a different audience. Understanding this audience and responding to its changing needs are critical to the commons continued success, and the staff tries to keep a finger on the pulse of users. An extensive assessment to better understand the research practices and needs of graduate students is now in the planning stages. Results of this assessment and continuing conversations with faculty will inform decisions about new ventures and new uses of space.



“The Scholars Commons brings together faculty and students from a variety of disciplines to share and discuss ideas and to foster collaboration by connecting people with related interests.”

the two years since its inception, numbers of deliveries have steadily increased. In two years, the average monthly total for book deliveries has grown from 263 to 421. Article deliveries have increased from an average 110 per month to 160.

Partnerships with other units on campus have resulted in new services offered in the library. A statistics consulting service operated by the Statistics Department holds regular office hours and assists faculty and students with designing experiments or studies, using statistical software, and analyzing and interpreting data. The Graduate School offers workshops on topics from grant writing to the human subjects process to electronic theses and dissertations production. Graduate students can meet with a staff member from the Office of Graduate Fellowship and Awards for help in obtaining

ideas and to foster collaboration by connecting people with related interests. A graduate student research and creativity showcase in spring 2009 brought together graduate students from a wide range of departments to hear and see presentations on their studies or creative endeavors. A program on folklore earlier that semester featured a number of faculty speakers, and a program on genius involving faculty in classics, history, English, modern languages, music, and psychology is planned for spring 2010.

Ongoing Assessment and Development

A walk through the Scholars Commons testifies to the success of the concept. Most of the tables are occupied, all of the computers are in use, and the media studios are humming. Several students confer in a group study room

Gloria Colvin is a research librarian in the Scholars Commons at Florida State University's Strozzer Library and editor of Florida Libraries.

Notes

- 1 Crit Stuart. Learning and Research Spaces in ARL Libraries: Snapshots of Installations and Experiments. *Research Library Issues: A Bimonthly Report from ARL, CNI, and SPARC*, no. 264 (June 2009): 7-18. <http://www.arl.org/resources/pubs/rli/>.
- 2 University of Minnesota Libraries. A Multidimensional Framework for Academic Support, 2006. <http://www1.lib.umn.edu/about/mellon/docs.phtml>

Notable Florida Library Buildings

by Nancy Pike

Although no Florida buildings have yet appeared in the lists of the most wonderful/beautiful libraries in the world (see box), we do have some amazing library buildings in our state. Many have won architectural prizes and other accolades. Others have a prestigious historical pedigree. Here we recognize some of our distinguished libraries.



Palm Beach Atlantic University

Another remarkable library in southwest Florida is Palm Beach Atlantic University's Warren Library, a winner of the 2007 design competition sponsored by *American School & University* magazine's Architectural Portfolio. Designed by the Omaha office of Leo A. Daly, the library recently completed phase two of a plan that includes connecting the 2007 structure with the \$12 million renovation of a neighboring historic octagonal building. This provides additional seating, study rooms, conference rooms, and shelving for the library's collection.



Broward County Main Library

Broward County Main Library in Ft. Lauderdale is impressive both inside and out. The eight-story precast concrete and glass structure was designed to complement the Florida environment, its front featuring steps of glass with landscaped terraces. Inside, a six-story atrium centers on the first floor reflecting pool. The sixth floor houses an art exhibition area, the Bienes Center for the Literary Arts,

and the Florida Center for the Book. The building, designed by Robert Gatje who worked in the firm of Bauhaus architect Marcel Breuer, was given the Award of Excellence from the American Institute of Architects and American Library Association at the Library Buildings Award Program in 1987. It is one of a few U.S. libraries listed on the Web site greatbuildings.com.



Florida Southern College

The McKay Archives Center at Florida Southern College in Lakeland recently received the American Institute of Architects Design Award for Institutional Architecture. Straughn Trout was the architectural firm for this first new building in twenty-five years on the Frank Lloyd Wright-designed portion of the Lakeland campus. The new two-story facility houses the college's Frank Lloyd Wright collection, as well as the Center for Florida History, the Florida Citrus Archives, and the archives of the Florida Methodist Conference. A pattern on concrete panels was based on Wright's original molds, borrowed from the college's collections. The campus has the world's largest single-site collection of Frank Lloyd Wright's buildings and is the only college campus he designed.

Certainly there are other criteria for being a distinguished library besides winning awards and enduring for a long time. But this is a first step toward offering recognition to some of Florida's outstanding library buildings. To add your suggestions to the list, contact nancypike@gmail.com.

Read On!

Libraries by Candida Hofer.
Thames & Hudson, 2005.

Librophiliac Love Letter: a
Compendium of Beautiful Libraries
at
<http://curiousexpeditions.org/?p=78>

*The Most Beautiful Libraries in the
World* by Guillaume de Laubier.
Abrams, 2003.

The Renaissance Library Collection
at <http://renaissancelibrary.com>

Temples of Knowledge: Historic
Libraries of the Western World at
[http://templesofknowledge.com/
libraries.html](http://templesofknowledge.com/libraries.html)

Historical Buildings

Some of our libraries are notable for their historical significance, too. Our oldest state-supported library is the Florida Supreme Court Law Library, in existence since 1845 and now located in the south wing of the Supreme Court Building in Tallahassee. The oldest public library operating in its original building is the Walton-DeFuniak Library established in 1886 in the town of DeFuniak Springs. It is part of the Walton County Library System.

The library operating in the oldest building in the state is the St. Augustine Historical Society Research Library in the Segui-Kirby Smith House, one of thirty-six Spanish Colonial houses remaining in St. Augustine. The house dates from the late 1700s, although the site has been continuously occupied since the 1500s. In 1895, the owners gave the property and building to a private organization for use as a free public library. The Research Library is free and open to the public.

Handling a Book Challenge in Today's World

by Barbara J. Morse

Librarians can work in libraries their entire lives and never face a book challenge. Sure, there might be people who question why a particular title was purchased for the library, but usually it is a simple query with a fairly simple and civilized answer and everyone leaves the exchange with a pretty good understanding. Sometimes it is a question of why an item is located in a particular section of the library or labeled as a certain genre. Again, the item is reviewed and an explanation is offered, or the item is found to be misclassified and corrected. In my public library career, I have encountered two or three such situations that were easily resolved. Then, in August 2008, I became embroiled in a very lengthy and fairly well organized book challenge over some young adult books. The challenge went on until the end of September 2009; just over a year that felt like several years.

The Objection

It started out as a “Shocking Discovery” according to the title of the e-mail sent by a mother about two books her daughter had borrowed from the Leesburg Public Library’s Young Adult Room. That e-mail did not go to the Library Director, it went directly to each of the City Commissioners and a large cc list of well-known names throughout the city that included business people, educators, ministers, church board members, and even members of the police department.

According to the complainant, her thirteen-year-old daughter had come to the “youth section” to borrow some items just as they were leaving on a “road trip.” The books were *Only In Your Dreams: A Gossip Girl Novel* by Cecily von Ziegesar and *The Bermudez Triangle* by Maureen Johnson. The mother objected to the content and requested that “as my elected officials, I am counting on you to take whatever action necessary to make our library a safe place for my children.” She did not specifically ask that they be removed either from the library or from the “youth room” at this point.

Library Response

The e-mail was passed on to me as the Library Director and as the appropriate person to handle the complaint, and I replied within two days after investigating the titles. In a letter, I commiserated with the complainant, whom I had not met, and described the library’s selection process. I explained that these items were not shelved in the youth department, but rather in the young adult department and offered the assistance of the library staff to her and her daughter for future selections.

Within the week, it was obvious that this letter did not satisfy her. The complainant sent another letter to the Commission and her list of ccs, in which she noted that her concerns “were not only as a parent, but as a citizen.” She thought the library should have reviews for books that “are consistent with Leesburg’s community standards.” There was still no request for specific action, her ultimatum was still somewhat vague, and I had still not met her.

Some weeks later, I was approached by another patron who I knew quite well. She had spoken with the first complainant, a friend of hers, and wanted to talk to me about the issue. We went over the library’s collection policies, the types of actions they thought the library should take, and my opinion on those actions. She asked what she should do to move these concerns in the right direction. I told her about our procedure to “Request Reconsideration of Library Materials” and gave her the forms.

Formal Review

Once the formal request was finally filed, there was a significant change in approach and organization. This was likely due to the influence of the second complainant, a poised and articulate woman who was knowledgeable about following procedures and researching. It was she who requested a meeting with the library director to present the completed paperwork and discuss the issue face-to-face. The paperwork included several petition pages with 120 signatures. When asked, neither one of the complainants had read either of the books in their entirety. They had done some research, however, and found a review source they trusted.



Leesburg Public Library

It was a very good, but somewhat limited, Web site designed to help parents identify appropriate reading materials for their children (<http://www.factsonfiction.org>). We added this link to the library Web pages. In the formal request, they finally stated that they wanted the books “reshelved to the adult section.” As required by policy, the library presented a formal determination on the two books within the required time period. The books were found to be appropriately chosen and placed.

Appeals

The complainants then asked to make a presentation to the Library Advisory Board, following which, the Board voted to recommend retention of the items. From there, the issue was taken to two separate City Commission meetings, each attended by eighty to one hundred emotional supporters of the complainants, all dressed in red shirts.

Following the first meeting, at the direction of the Commission, the complainants met with library and county staff to try to reach a compromise. What they wanted had changed during the process, and they now requested that the books be labeled “mature content,” much like videos, electronic games, and music. Each time they would suggest that approach, library administrators would point out that the labeling done in those cases was by the industry, not by individual distribution points. (One should note, however, that the back cover of *The Gossip Girls* includes the comment “Sex in the City for the younger set,” which is a pretty clear clue as to the content.)

A compromise to label books for various audiences based on reviews, rather than



Youth Room in Leesburg Public Library

labeling them for content was presented at a second City Commission meeting. It was approved by the City Commission, however it was rejected by the group supporting the complainants, which proceeded to take the issue to the County Commission. The County's attorney advised that the books be retained with no labeling. Since then, there has been no further action on the issue, and it has not been placed on the County Commission agenda.

Different Types of Challenges

What made this challenge and the way it played out in today's world so different from other challenges? There are several elements that contribute to a change in the dynamics of library challenges in this day and age.

Libraries in many communities are creating spaces to serve teens, usually twelve to eighteen years old. In designing a new library, the Leesburg staff made a point to follow that trend and created a space separate from, but adjacent to, the youth department. This puts the young adult/teen "edgier" materials in a separate area from those easily browsed by younger children.

Secondly, the first communications from the complainant had very broad exposure through the use of e-mail and an extensive cc list that contained over fifty-two addresses. When I replied to her, I did not include the cc list in my response, but when she responded she again included her original cc list, getting the word out quickly to a sizeable audience.

Media Attention

Access to media is clearly a feature of this challenge in "today's world." The media love controversy, and they jumped on this one. The complainants reached out to them, and the *Orlando Sentinel* and the *Daily*

Commercial newspapers both contacted me. The day before the hearing with the Library Advisory Board, Channel 9 News (WFTV Orlando) contacted me. I agreed to make some comments, but the reporter did not stick to the questions she had given me off camera.

After this experience, I decided not to respond when the national Fox news tried to contact me. Interestingly, comments made online for both the newspapers and television reports supported the library policy. In spite of that support, the *Daily Commercial* did a follow-up editorial supporting the complainant's current request to move the items out of the "youth section," a label which they continued to misrepresent.

Internet Research and Networking

The use of Internet research to support the complaint is definitely a feature of challenges in today's world. The original list of objectionable books continued to grow from the original two to five and then to approximately forty titles; many of which were included in other challenges, but were not in Leesburg's collection. It started to become apparent that the complainants had discovered such online sites as SafeLibraries.Com and had connected with some of the other challenges going on in the country. Many of the news articles about the situations in St. Louis County Libraries (MO) and West Bend (WI) contained much of the same information that was being disseminated in Leesburg.

Involvement of Outside Groups

The City Commissioners received communications from Liberty Counsel (Orlando, Washington DC, and Lynchburg VA) regarding "Constitutionality of Regulation of Public Library Collections." "Written at the request of [the complainant] and other members of a group of concerned citizens to outline the constitutional manner in which that regulation can be undertaken and to confirm in writing Liberty Counsel's offer of *pro bono* legal representation to the City to defend any challenge to City actions in conformance with Liberty Counsel's advice." They included the city attorney in their cc and quoted case law to support the request of the concerned citizens. The city attorney

replied, pointing out that they were misinterpreting the case law. The complainants consistently mentioned that the library was breaking Florida law on obscenity and the "harmful to minors" law, which they copied and quoted with the insinuation that there could be a lawsuit. Such a lawsuit was exactly what we were trying to avoid by following the law and consulting with the city attorney on a regular basis.

This networked electronic world has changed much of what libraries do and how they do it; a response to a challenge to library collections is just one of them. From my perspective, the challenge in this case is secondary to the factors that made it a different type of challenge from others in the past. In addition to the outcomes described earlier, there can be other repercussions. The use of e-mail to broadly disseminate opinion or an initial, emotional reaction, can put the writer in a position where it becomes difficult to work out a solution to satisfy everyone drawn into the situation. Bringing in the media and creating sensation not only inflames emotions of those opposing the library's position, but can lead to supporters of the library's position coming forward and speaking out, as eventually happened in Leesburg. The Internet has made it possible for groups with similar interests or concerns to network with others around the country, effectively linking a challenge in one place with challenges in other areas. In addition to connecting those challenging titles with national groups, Internet research can provide information and support for those defending a library's collections and policies. The American Library Association, while not actively supporting a library involved in a challenge, does provide a great deal of helpful information and advice to libraries through its Freedom to Read Foundation.

Dealing with this challenge was a very difficult experience. Since most librarians don't deal with challenges on a daily basis, this may have described some things that you hadn't considered. I hope that you find it informative, but at the same time I also hope that you never have to use it.

Barbara J. Morse is Director of the Leesburg Public Library.

Are You Trendy?

Trendwatching in the Orange County Library System

by Kelly Pepo

A few years ago, staff from the Orange County Library System (OCLS) had the opportunity to attend a one-day seminar held by Trendwatching.com in New York. Trendwatching.com is an independent trend firm based in Amsterdam that monitors and disseminates global trends and offers seminars world-wide. Meeting other attendees, there were the standard introductions...Proctor and Gamble, Target, Disney. Wait, you work in a library?

After a whirlwind day full of information, this was the most important takeaway: Every organization should have its own trendwatching group or committee. This doesn't need to be a big, fancy, or formal affair. It needs to be whatever fits the organization, but there should be a plan in place to ensure that someone is keeping a finger on the pulse of what is going on with trends and how they relate to your library and its users. Following this advice, OCLS formed a Trendwatchers Committee in 2006. The mission? To disseminate information about global trends and translate ideas into viable projects and services for the Orange County Library System.

Four years later, the committee is going strong, monitoring trends and seeking ways to maintain relevancy in the community and among OCLS users. OCLS Trendwatchers are staff members who have volunteered to be on the committee and who come from a variety of departments and positions, including managers, clerks, and librarians. The committee has tried several different methods to share resources and ideas, ranging from a blog to a wiki and back to a blog again in conjunction with the wiki (<http://blog.ocls.info/trendwatchers/>). From a system-wide perspective, the committee has presented trendwatching breakout sessions at OCLS' annual Staff Development Day; traveled with the director to quarterly meetings with each of OCLS' fifteen locations to discuss specific trends and seek ideas; and created performance goals to develop trendwatchers throughout the library system.

Keeping Up With Trends

What are some of the criteria to be an effective trendwatcher? Most importantly, one needs to know why the library is watching trends. Be sure to understand the library's mission and goals and how trendwatching efforts will support them. In addition, it is important to keep an open mind. You don't have to relate to or even like every trend you come across, but you can't dismiss it immediately as it may have relevance or value to your patrons. In the end, the ultimate goal is for everyone in the community to identify in one way or another with the library's products and services.

A successful trendwatcher acknowledges that there is a lot of information out there and many, many trend resources available. Yes, the amount of information is vast and a little daunting, but that is so much better than the alternative! Is it possible to monitor it all? No, but select a few resources to monitor and go from there. It won't take long to realize whether or not those resources are a good fit, and if you don't "feel it," try another set. Trends are everywhere! Some helpful Web sites that may provide valuable information include:

- Trendwatching.com
- psfk
- Springwise
- Mashable!
- Google Alerts
- Google Reader
- and Twitter.

The list goes on and on. Check out different resources; share the ones you know with colleagues. Once you identify a site you want to keep an eye on, all you need is an e-mail address, and they will send you information as it happens. The trick becomes what to do with what you find.

Translating Trends Into Actions

The OCLS Trendwatchers Committee has discovered several ideas for programs and classes that have been developed and presented throughout the system. As video and YouTube became increasingly popular, OCLS invited its employees to develop OCLS commercials. During National Library Week, the top three finalists were placed on the OCLS homepage, with the public invited to vote for their favorite video. The winning video was then placed on the OCLS YouTube account.

Trendsetting



"... there should be a plan in place to that someone is keeping a finger on the what is going on with trends and how relate to your library and its users."

A couple of years ago, a trendwatcher kept encountering trend sites discussing the re-emergence and popularity of craft making among adults. Typically, libraries spend more time focusing on children's programming and often hear from parents that they don't have time to attend these types of programs themselves. An OCLS branch began to offer children's and adult craft programs simultaneously so that parents could bring their child to the program and be nearby in the next room enjoying their own craft experience.

Making Outreach Relevant

The committee continues to look at trends to see how it can reach those narrower populations in the community who are not drawn to

regular programs and don't feel that libraries offer any importance to their lives. Here is where you need to take advantage of these trends to really think outside the box and try something never considered before for your library, or any library for that matter. As a profession, we are responsible for making the most of our dollars and getting the biggest bang for the buck. Because of that, many of our programs and classes are designed to have broad appeal. This is good and certainly conscientious. However, in order to keep patrons interested and to reach those smaller groups, library staff has to step a

little out of the comfort zone to create products and services that are a little narrower in scope. Instead of trying to reach hundreds of patrons who have been reached with our message, let's go after those folks who think the library couldn't possibly have anything of interest to them. If a library event creates a solid connection with, say fifteen people, those people will talk to their friends, and the invaluable word-of-mouth carries the message forward.

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An example of this is social media and networking. OCLS created a ten-session program to introduce patrons to evolving technologies. One of the sessions focused on social media. Some patrons may not relate to a program titled "Social Media and Networking." What does that mean? Would they be clearer on programs with words such as "Facebook" in the title? There are many people out there who want to be a part of the social networking craze, but who haven't had an opportunity to learn the specifics. OCLS developed a Facebook for Beginners class to reach out to patrons looking to learn about this program. What seems obvious to staff may not be direct enough for people to realize how these programs, classes, and resources can enrich their lives.

Sharing Ideas

Sharing is vital to being a successful trendwatcher. If you don't share your ideas or observations with the committee or relevant departments, the idea will go nowhere. One of the biggest challenges of the committee has been to get people to understand that their ideas have value and potential. An idea may not be a good fit, but that doesn't make it any less of a good idea or worthwhile effort. It could be that the technology isn't there yet or maybe the funding isn't available right now. That is what the committees are for, to be able to bounce these ideas off of each other and determine what direction to take. Does it get shared with the appropriate department? Does it require further research? Or the reality may be that it isn't a good fit at all for your library. And that's okay; what matters is the commitment to reviewing trends regularly and continuing to bring those ideas to the forefront.

The flip side of this is when those who are asked to be a trendwatcher or come up with ideas to improve or grow their organization think it has to be this humongous, revolutionary, your-life-will-never-be-the-same idea. Nothing can be further from the truth. Are these types of ideas welcomed? Certainly, but even the simplest idea derived from trendwatching, such as a new program, or a more efficient process to improve work flow, or a marketing concept, brings tremendous value in its success. That new program that appeals to the patron who didn't think the local library was paying attention to what was going on in his or her world creates a moment. And that moment creates a relationship. Reinier Evers, founder of Trendwatching.com, said, "It is always important to know where consumers are headed, as that is what the business is all about—serving changing consumer needs. It is extra-important in 2010 because consumers are insecure and thus any brand that can help them solve their worries, any brand that shows they understand the situation, will be remembered when times are good again."

There will be times when you are reviewing trends and nothing grabs you. That is



going to happen, so if you are struggling with identifying fresh ideas, try a fresh approach. With limited spending opportunities, one of the questions you can ask yourself is, "How can I repackage existing services to respond to an evolving trend?" In reviewing trends, it is a continuous surprise that something OCLS is already doing comes to mind, and the trend provides the opportunity to consider marketing it differently to reinvent the product or service. For example, a trendwatcher discovered a resource explaining how to create coloring sheets using Photoshop. OCLS teaches several Photoshop classes, but to hone in on a specific feature such as creating a computer class dedicated to show patrons how to create a personalized coloring book is a good way to repackage a product already owned by the library. At the same time, it introduces patrons to a resource they might otherwise dismiss with the thought "What does Photoshop have to do with me? Sounds complicated." But coloring sheets? That makes it relevant and approachable.

It is no surprise that libraries are busier than ever, many working with fewer resources. Yes, trendwatching is an investment of staff time and that can be difficult when people are already stretched thin. However, as Mr. Evers mentions, times will be good again, and this is the time to create moments and experiences to reach those patrons who have come to us because times got tough. And if libraries can do that, patrons will remain loyal when their livelihoods improve because they will remember that libraries paid attention, considered their needs and interests, and made them their own.

The OCLS Trendwatchers Blog is located at <http://blog.ocls.info/trendwatchers/>.

Kelly Pepo is Manager of the Edgewater Branch of the Orange County Library System.

Celebrating Scholarship, Knowledge, and Camaraderie: The 20th Anniversary of the Alice G. Smith Lecture Series

by Arlen Bensen and Alicia K. Long

In December 2009, students, faculty, staff, alumni and supporters of the School of Library and Information Science (SLIS) at the University of South Florida (USF) converged for an evening to celebrate a milestone. The 20th Anniversary Alice G. Smith Lecture continued the tradition of honoring the memory of the founding director of the American Library Association (ALA)-accredited library education program at the University of South Florida. In addition to keeping alive the institutional memory of Alice G. Smith herself, the event accomplishes many other functions. It celebrates the continued training of library professionals and efforts by those professionals to further develop theory and practice in this field. It recognizes the singular achievement of a distinguished library professional who, then shares some of his or her current thoughts about where the profession is and where it is headed. The ripple effects continue further outward with positive results for the library school, its people, and those they serve.

20th Anniversary Lecture

In every field of study it is important to actively participate in and contribute to the discipline's most current discussions. Dr. John Budd, faculty member in the School of Information Science and Learning Technologies at the University of Missouri, delivered the 2009 Alice G. Smith Lecture. His talk, "The Economics of Information: A Morass, Wrapped up in a Muddle, Inside a Quagmire," addressed the need for reform in tenure procedures, in university administration, and in the academic publishing industry. Dr. Budd cited the economic benefit reaped by publishers and institutions in a system requiring scholars to achieve recognition as part of tenure and promotion. Academics and researchers strive to publish and give lectures in order to both contribute to the discussion and to advance their careers. This



reality is greatly related to the development of knowledge, but it also carries important economic and political implications for the parties involved. Tenure, promotion, recognition, and research grants are only some of the aspects dependent on participation by all the parties involved. A key observation in this area derives from the great sums of money spent by academic libraries to purchase, in essence, the work of the universities' own employees. At the same time, the researchers who do the work on these campuses derive no significant direct economic return from the great number of dollars spent to acquire access to scholarly works by college libraries at the same campuses where they are employed.

Dr. Budd's lecture on December 3rd, served as the centerpiece of a larger event taking place that evening. For twenty years, the USF SLIS has engaged in this ritual celebration of scholarship, knowledge, and camaraderie. That evening, the School presented eight scholarships to students. Some of the funders of those scholarships were, themselves, in attendance to witness recognition

of the recipients of their largesse. Dr. Budd's reflections on the future of the profession were extremely well suited to continuing the tradition of these lectures as a space for thinking and for collectively considering the challenges ahead, not only for professionals in Florida libraries, but also for libraries everywhere, and for the communities they serve.

History of the Lecture Series

In 1965, when Dr. Alice G. Smith first joined the faculty at the University of South Florida, the offices for the library program were in a windowless storeroom on the fourth floor of the Physics Building. At that time, undergraduate courses were geared toward training school librarians, and 1965-1966 marked the admission of the first seventeen Masters Degree students. That same year, the program was moved to the Department of Education. In April 1970, the Florida Board of Regents established a comprehensive Library and Information Science Masters program at USF. In 1975, ten years after the arrival of Dr. Smith, the program received its first ALA accreditation, and it has been continuously accredited since then.

The Alice G. Smith Lecture Series was created in 1989 to honor this passionate, determined, and visionary leader who is most rightfully considered the founder of the USF School of Library and Information Science and who served as its first director. Since then, the lectures have provided an opportunity for librarians, USF faculty members, students, alumni, and supporters to benefit from the insight of important figures in the field of librarianship and information science.

Notable Lecturers

Many prominent scholars and library leaders have spoken during the twenty years in which these lectures have been held. Author Jane Yolen was honored as its first lecturer. An acclaimed author and storyteller, Yolen has received numerous honors, and she is widely recognized as a key figure in children's literature. The choice was perfectly suited to begin the series. Alice G. Smith herself was

“In every field of study it is imperative to actively participate in and contribute to the discipline’s most current discussions.”

deeply immersed in children’s literature and was a strong advocate for the development of programs especially designed for children.

Bernadette Storck is a former Florida Library Association (FLA) president and currently serves as archivist and parliamentarian for FLA. During the time Dr. Smith was building the library school at USF, Ms. Storck worked in leadership positions at Tampa Public Libraries and subsequently served as the first Director of the Pinellas Public Library Cooperative (PPLC). The personal friendship that developed between her and Dr. Smith led, in part, to her serving as the 1996 Alice G. Smith lecturer. The two women enjoyed collaborating on service to the Hillsborough and Pinellas County communities. In her forthcoming Oral History, for example, Ms. Storck recounts, among other things, the joy and zeal with which Dr. Smith participated in helping to make it possible for thousands of schoolchildren to experience the Tampa Book Fair.¹

The history of the lectures continued with more memorable appearances of prominent library leaders from both the state and national levels (see Figure 1). The end of the century found the School focused on diversity and its importance for librarianship. The scholars selected then were representatives of minorities, also leaders in the library field. In 2000, Dr. Kathleen de la Peña McCook expanded on the concept of community building and the role that libraries may play in that process.

The twenty-first century brought about new topics for discussion. In 2002, Robert Martin, Director of the Institute for Museum and Library Services, addressed attendees with a presentation entitled “Libraries and the Twenty-First Century.” The challenges for academia continued with speakers from specialized fields in academic librarianship: former presidents of the American Society for Information Science and Technology (ASIS&T) Eugene Garfield and Samantha Hastings both contributed their perspectives and reflections as well. Other scholars revisited the topic of libraries in the twenty-first century and upcoming challenges to the profession. In 2007, the School commemo-

Figure 1. Alice G. Smith Lecturers

1989	Jane Yolen
1990	Kenneth Dowlin
1991	Miriam Drake
1992	P. B. Mangla
1994	Mary Somerville
1996	Bernadette Storck
1998	Philip M. Turner
1999	Isabel Schon
2000	Safia Marshall Orange (K.de la Peña McCook)
2002	Robert S. Martin
2003	Eugene Garfield
2004	Samantha K. Hastings
2005	Tom W. Sloan
2006	Donald O. Case
2007	Ashley Bryan
2009	John M. Budd

rated the 10th Anniversary of the passing of Alice G. Smith by choosing author Ashley Bryan as that year’s lecturer. He provided a memorable and enjoyable performance that included a fantastic combination of lecture, songs, and storytelling.

Additional Opportunities

Leadership provided by many of the distinguished School directors following in the footsteps of Alice G. Smith has helped ensure that USF SLIS might continue to provide opportunities for those wishing to obtain an ALA-accredited Masters degree in Library and Information Science. However, those leaders have also realized that a complete education involves much more than the technical training and the lessons provided by the curriculum. With this lecture series, students benefit by participating in the consideration of current subject topics and challenges di-

rectly and authentically laid out by some of the leaders in the field.

There is also an important social, community-building component in events like these. One increasing challenge in this age of exponential growth in online education is to build a sense of community among current students, as well as a sense of belonging among alumni. For the past twenty years, these lectures have served as points of reunion for the School’s alumni who can look forward to every year’s gathering. Mingling with colleagues, professors, and new students, former students experience a feeling of belonging and camaraderie that may serve as a counterpoint to any professional isolation they may discover following graduation.

Contributing beyond the local level remains a very important goal for graduates of the School. Dr. Smith and other leaders in USF SLIS intended their visionary work to offer to libraries, especially to Florida’s libraries, a place for the development and actualization of their professionals. The leadership behind this lecture series transcends the walls of the School, and numerous faculty members and administrators are actively engaged as members and leaders of the state and national library organizations.

The School of Library and Information Science at USF will once again host the Alice G. Smith Lecture in 2010, recognizing another important contributor to our field and celebrating the lecture series’ 21st anniversary.

Alicia Long and Arlen Bensen are graduate assistants currently enrolled as MLIS students at the USF School of Library and Information Science.

Notes

- 1 Oral History of Ms. Bernadette Storck. This oral history is currently being prepared for public access through the collaboration of USF SLIS and the Special and Digital Collections at the USF Tampa Library (<http://guides.lib.usf.edu/collections>) Anticipated online availability is mid-2010.

2010 FLA Annual Conference: Thinking Outside the Book

FLA will host its annual conference at the Rosen Plaza Hotel in Orlando from April 7-9. The conference offers librarians, library workers, and supporters the opportunity to learn from each other and from national leaders in the library field. The exhibits provide an opportunity to talk with vendors and to see some of the latest publications, library furnishings and design, and technology. A conference wouldn't be complete without activities that help build connections and relationships within the Florida library community. With budget constraints restricting travel to national conferences, the state library conference is located so that it is easily accessible from all parts of the state. Take a look at some of the programs and events planned for this year's conference and head to the FLA web site, http://www.flalib.org/conference_2010.php to register!

The theme for this year's FLA conference, "Thinking Outside the Book," suggests looking at our jobs in new ways. Whether prompted by new technologies, financial cutbacks, space constraints, or user needs, libraries are continually challenged to think of different ways of doing things or to envision something entirely new. This may impact just about any aspect of a library, including collections, services, outreach, technology, teaching, or cataloging. Many of the conference programs present ideas that will challenge us to try a new approach or teach us something new.

Technology

Technology Petting Zoo

Friday, April 9, 9:30am - 10:15am.

A technology petting zoo will give conference attendees the opportunity to see some of the cutting edge technologies that will shape the libraries of tomorrow. Presenters will demonstrate QR codes, eBook readers, mobile applications, augmented reality, cloud computing, and other technologies, followed by a time for questions and hands-on interaction.



Tagging Your World

Wednesday, April 7, 9:00 am – 10:00 am

Jenny Levine, expert in emerging technologies and their role in libraries, discusses social tagging and folksonomies. Learn more about the strengths and weaknesses, advantages and disadvantages of using tagging in a library, and how it can increase the library's presence while helping customers locate information more easily.

Libraries and Second Life

Wednesday, April 7, 10:15 am -11:45 am

Participate in an onsite and remote experience simultaneously with a speaker presenting to you while in Second Life as well as speakers in the room – a unique collaboration between the real and the virtual. Find out about getting started in Second Life and how libraries are using this social networking tool with their customers.

Jumping on the Twitter Bandwagon: Fad or Information Revolution?

Wednesday, April 7, 3:15 pm – 4:45 pm

A panel will describe Twitter, its tools and universe. The program will also highlight applications in higher education and in promoting library services while integrating Twitter with your online presence.

Video Podcasting: An Innovative Way to Instruct Library Customers

Friday, April 9, 10:15 am – 11:15 am

Learn to use podcasts and iTunes to reach library patrons and offer library instruction in a fun and innovative way. iPods and smartphones are the hot communication tools – learn to take the library to users on their favorite media.

Lightning Talks: Best ILS Practices & Projects

Thursday, April 8, 3:00 pm – 4:00 pm

This fast-paced program will feature "lightning talks," five-minute presentations by multiple practitioners who work directly with all types of integrated library systems. The moderated discussion will feature audience participation in sharing innovative methods, troubleshooting, time-saving and problem-solving approaches.

Collections

Zines, Records and Rock N' Roll: Alternative Media in Libraries

Thursday, April 8, 4:15 pm – 5:15 pm

A panel of hands-on practitioners will discuss marketing to 20-to-40 year olds through alternative media. Zine collections open new doors into the community!

Unmediated Borrowing and Single Bibliographic Record for SUS Libraries

Thursday, April 8, 11:00 am – 12:00 pm

This session is the annual meeting of the State University Libraries Member Group and will feature a panel discussion by representatives from the Unmediated Borrowing Task Force. An update of activities by the Florida Center for Library Automation and reports from each of the Statewide Committees of the Council of State University Libraries will also be presented.

Someone's Not Going to Like It: Building Inclusive Collections, Defending Challenged Materials and Other Intellectual Freedom Issues

Wednesday, April 7, 3:15 pm – 4:45 pm

How do you support your library when the right to read is questioned? A panel of speakers will discuss best practices when dealing with book challenges, censorship, and self-censorship issues in settings involving children and young adults.

Building New Baccalaureate Core Collections

Thursday, April 8, 1:30 pm – 2:30 pm

Solutions for building new subject collections to support the many new Florida

Special Events

Meet the Exhibitors Reception

Wednesday, April 7, 5:15 pm – 6:30 pm

First General Session

Thursday, April 8, 9:00 am – 10:30 am

Keith Michael Fiels, Executive Director of the American Library Association and Helene Blowers, Creator of “Learning 2.0: 23 Things” will be the featured speakers.

Carts on the Move: Book Cart Drill Team Competition

Thursday, April 8 10:30 am

Teams from all types of libraries are invited to compete for fun and prizes! Don your costumes, decorate those carts and start practicing!

President’s Reception, Silent Auction and Florida Book Awards Author Book Signing

Thursday, April 8, 5:30 pm – 7:00 pm

Join other conference attendees for entertainment, refreshments, socializing, and an opportunity to get personally signed copies of Florida Book Award winning books by some of your favorite Florida authors. Bid on silent auction items to support the FLA Scholarship Fund.



ALA Executive Director Keith Michael Fiels



Helene Blowers

President’s Program: Chat with Judi Ring, Florida’s State Librarian

Friday, April 9, 10:15 am – 11:15 am

Hear about the programs and services of the State Library and Archives of Florida as well as issues and trends facing Florida libraries.

Florida Book Awards Banquet

Thursday, April 8, 7:15 pm – 9:30 pm

Enjoy a literary evening and celebrate with medal-winning authors of the 4th annual Florida Book Awards competition. (Ticketed event)

Library School Receptions

Wednesday, April 7, 6:30 pm – 8:00 pm

University of South Florida School of Library and Information Services and Florida State University School of Library and Information Studies will host receptions for current, former, and prospective students and faculty.

Awards Luncheon and Annual Meeting

Friday, April 9, 11:30 am – 1:30 pm

Following the Awards Luncheon, hear speaker Bill Belleville, Florida environmental writer, documentary film producer and author of *Rediscovering Rawlings, a River and Time* and *Losing It All to Sprawl: How Progress Ate My Cracker Landscape*.



Bill Belleville

State College baccalaureate programs will be provided, including handling the need for speedy acquisitions for Curriculum & Materials Collections supporting Education programs. Accreditation and other external factors will be addressed, too.

To Use Print Serials or Not to Use Print Serials: That is the Survey(Monkey)

Thursday, April 8, 4:15pm – 5:15 pm

SurveyMonkey was the online tool used to decide which print titles stay and which go or are replaced with electronic resources at the University of South Florida, Tampa Campus. Hear how the review was conducted and experience a SurveyMonkey demonstration with analysis of results using Excel.

E-media in Academic Libraries

Thursday, April 8, 1:30pm – 2:30 pm

This session looks at today’s e-media environment and how academic libraries and organizations are adapting their services to make these resources as valuable – and discoverable – as traditional book collections.

Library Spaces

Teen Spaces

Wednesday, April 7, 1:30 pm – 3:00 pm

Hear Kimberly Bolan Cullin, the well known consultant and author of the book on designing and renovating areas for teens, *Teen Spaces: the Step-by-Step Library Makeover*. Learn what’s happening in library teen areas around the country from this specialist in youth services, a former public library manager and facilities planner.

Case Study: Three-way Joint-Use Library

Wednesday, April 7, 3:15 pm – 4:45 pm

The speakers represent one of the few joint-use libraries in the U.S. that includes three partners, two academic libraries and a public library. They will provide examples of cooperative endeavors, including a shared building, collection, and staff and will offer advice on the benefits, as well as challenges in planning and implementation.

Libraries Going Green

Friday, April 9, 8:30 am – 9:45 am

Your library can be a leader in the “green” movement in your community. Kathryn

Miller, author of the forthcoming book, *Public Libraries Going Green* and two architects with extensive library experience will discuss practical, environmentally-friendly concepts that any Florida library can implement.

Instruction

Embedded Librarian: Collaboration and Learning Communities

Friday, April 9, 10:15 am – 11:15 am

Learning Communities link classes from different disciplines around a common theme and bring a librarian into the classroom. Learn from a team of faculty and librarian collaborators as they share concerns and feelings about their experiences in working together to create and shape curriculum.

Building a First Year Information Literacy Experience

Wednesday, April 7, 10:15 am – 11:45 am

Combining ACRL traditional information literacy practices and Mid-Continent Research for Education and Learning (McREL) practices results in innovative instruction for first-year students. Applications and implementation issues will be presented.

continues on page 18

Voices from the Field: Research Reports on Information Literacy & Scholarly Communication

Friday, April 9, 8:30 am – 9:45 am

Results of two innovative research projects will be reported. The first is about information literacy needs of first-year students and the second investigates social networking tools and scholarly communication.

Leadership & Management

The Library Partnership – Building Community through E-government

Wednesday, April 7, 1:30 pm – 2:30 pm

Alachua County Library District and social service agencies in the area are partnering to provide a full-service library with more than 25 community agencies bringing services and programs into the library.

Continuing Quality Library Services in Times of Budget and Staff Reduction

Friday, April 9, 8:30 am – 9:45 am

Reductions in budget and staff coupled with increases in use and demand for services are affecting libraries everywhere. Andrew Sanderbeck, Managing Partner of People-Connect Institute, will present tools to enable staff to do more with less while maintaining customer service and focusing on tasks and goals. Topics include cross-functional service delivery, simplifying processes, and improving employee morale and mutual respect.

The Public Library is Your Ticket to – Imagine the Possibilities

Thursday, April 8, 11:00 am – 12:00 pm

Hear how Jacksonville Public Library developed an exciting public awareness campaign aimed at both users and nonusers. The central theme, supported by beautiful graphics, was the library card as a ticket to endless possibilities. Tactics included donated advertising, social media, community outreach, and internal communication.

“What Not to Wear, Say, Do . . .

Interview and Job Application Strategies in a Tight Job Market.”

Wednesday, April 7, 10:15 am – 11:45 am

A panel of academic and public librarians will describe do's and don'ts of the job search process to impress or turn off employers. Topics include: presenting yourself during the application process; preparing for interviews; selling yourself to the committee; and learning about the organization through interviewing. Speakers will have special tips for recent graduates and suggestions for that extra special something for everyone.

Art of Strategic Influence

Wednesday, April 7, 1:30 pm – 3:00 pm

Learn to conquer your fear of speaking in public and how to advocate effectively for your library whether persuading, educating, or informing. Speaker Elaina Norlin, Director of the African American Research Library and Cultural Center, Broward County Library, will guide participants to identify natural persuasion styles and positive steps to gain influence, credibility, and confidence during high-level meetings.

Mentoring Software Savvy Staff

Thursday, April 8, 3:00 pm – 4:00 pm

A year of evaluating and mentoring library staff members' software competencies is described, including developing a framework of expectations for all levels of staff, developing a skills survey tool, planning remedial action and classes, and post-training surveying of staff, supervisors, and peers.

Becoming an ACRL Legislative Advocate

Thursday, April 8, 3:00 pm – 4:00 pm

Florida has 25 Congressional Districts and only three Association of College and Research Libraries (ACRL) Advocates. ACRL plans to have an advocate in every district by 2014. Two ACRL Legislative Advocates describe how to join them in this role and what it entails. Tips to becoming a better advocate for your library will also be presented.

Managing Those Tough Personnel Issues

Thursday, April 8, 4:15 pm – 5:15 pm

Layoffs? Performance appraisals? Employee discipline issues? An experienced HR professional will provide information and advice for managers and supervisors in this discussion of human resources methods and best practices.

Programs

Storytelling Outside the Face

Thursday, April 8, 1:30 pm – 2:30 pm

See and hear about digital storytelling of fables and fiction, which can enrich library customers of all ages and experiences. Dr. Christie Koontz, is a well known storyteller, as well as Associate Professor at Florida State University's School of Library and Information Studies.

50th Anniversary of Desegregation at the University of Florida in Second Life

Thursday, April 8, 3:00 pm – 4:00 pm

Experience a virtually simulated bus in Second Life to understand the Civil Rights

Era, stopping at bus stops with a narrated timeline to learn about desegregation at the University of Florida, in Florida, and in America.

Delivering Library Services Through Partnerships with Other Local Government Departments

Friday, April 9, 10:15 am – 11:15 am

Partners in an innovative, mobile service for third through fifth graders and teens describe this service that brought skill building, test preparation, college preparation, and career orientation sessions to seven community centers. Presenters will teach you to set up successful programs on these topics, as well as how to find key government agencies and individuals in the community to be library partners.

Author Events

Mystery Writers of Florida Breakfast

Thursday, April 8, 8:00 am – 8:45 am

The Florida chapter of Mystery Writers of America invites you to breakfast where you can meet informally with published mystery authors who live in and/or write about Florida.

Florida and the Mystery Novel

Thursday, April 8, 11:00 am – 12:00 pm

A panel of mystery authors who live in Florida or write mysteries set in the Sunshine State will discuss how Florida and its people are represented in the mystery genre.

Mystery Author Book Signing in Exhibit Hall

Thursday, April 8, 12:00 pm – 1:30 pm

This Book is Overdue

Thursday, April 8, 1:30 pm – 2:30 pm

Author Marilyn Johnson will entertain and delight you with her celebration of libraries and librarians. Author of *This Book is Overdue!: How Librarians and Cybrarians Can Save Us All*, Johnson upends the stereotypes to show that contemporary librarians come in a variety of contemporary disguises.

Florida Book Award 2009 Winning Authors Discuss Their Books

Thursday, April 8, 4:15 pm – 5:15 pm

Five authors, each a winner of a 2009 Florida Book Award, will discuss their award-winning works.

Florida Book Award Author Book Signing

Thursday, April 8, 5:30 pm – 7:30 pm

Alice, Nora, and Larry: The Florida Novels Written by Larry Baker

by Joyce Sparrow

Libraries owning a copy of Larry Baker's popular Florida novel *The Flamingo Rising* (Knopf, 1997) will serve their readers well by adding Baker's new novel, *A Good Man* (Ice Cube Books, 2009) to their collections.

In their simplest forms, *The Flamingo Rising* and *A Good Man* are about a wide curve on A1A where the fictional Flamingo Drive-In Theater stood outside America's oldest city, St. Augustine. As noted in *The Flamingo Rising*:



Larry Baker

"The land of this story is one square mile of Florida real estate halfway between Jacksonville and St. Augustine. A mile of beach front and a

mile deep into the scrubby interior, cut along the eastern edge of Highway A1A as it went south toward the Keys."

There is nearly a forty-year time span between the two novels. Especially spectacular is Baker's transformation of Alice Kite, the twenty-year-old "vulgar and profane" woman who works the Flamingo concession stand into Nora James, a radio cooking show host at WWHD in St. Augustine who wants to be left alone.

In an interview, Baker said *A Good Man* is a comedy about a prophet who visits the WWHD studio in the middle of the night during a hurricane. He also states that he placed both novels in Florida because he likes the ocean. Baker says he didn't intend to write another novel about the characters from *The Flamingo Rising* who are now approaching fifty years of age. His original intent was to write about a false prophet, but the book turned out to be about a misfit radio disc jockey and the aging characters from *The Flamingo Rising*.

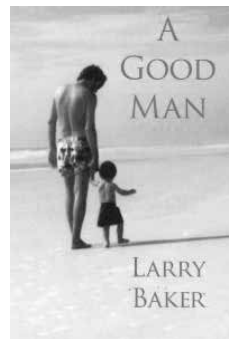
The Flamingo Rising

Baker's first novel, *The Flamingo Rising*, met with critical and popular praise. Set near Jacksonville, Florida in the 1950s and 1960s, *The Flamingo Rising* tells the story of the rivalry between Hubert Lee, the owner of the Flamingo, the world's largest drive-in theater and his neighbor, Turner West, proprietor of the West Funeral Home that sits adjacent to the drive-in. Abraham Isaac Lee, the adopted son of Hubert and Edna Lee, and drive-in worker, narrates the story that includes his romantic relationship with Grace Turner, the teenage daughter of the funeral home director. In the early 1950s, both men were drawn to this stretch of ocean view land because of the rising sun. On Easter morning in 1951, West opened his southern plantation style funeral home on a slope in clear view of the Atlantic sunrise. Lee saw the sun rise over the Atlantic a year later and imagined a drive-in theater with a Great White Wall of Life blotting out the sunrise from the Turner funeral home in the dark shadow of the movie screen. The plot involves the business quests and personal desires of all the people associated with the drive-in and the funeral home. *The Flamingo Rising* was made into a 2001 Hallmark Hall of Fame television movie.



A Good Man

A Good Man begins in St. Augustine in November 2000—think presidential election prior to the September 11, 2001 terrorist attacks. Harry Forester Ducharme, a one-time A-list radio talk show host, finds himself hungry and hung over standing knee-deep in the Atlantic Ocean. He recalls a faint memory of being told by a stripper in Georgia to head out on I-95 to Florida. Ducharme decides to stay in St. Augustine, and he is hired by WWHD as the radio station's talk show host for the 10 p.m. to 2 a.m. time slot. Unsure if anyone listens to his show, Harry turns to reading poetry and fiction on the air. Harry talks into a microphone four hours a day, five days a week but it



takes him two years to meet his co-worker Nora James, the fascinating woman who broadcasts a radio cooking show weekday mornings from a remote kitchen somewhere in the area. Baker's characters in *A Good Man* live in a real town and are based on real people he knew in Florida and Oklahoma. The book has literary and religious themes. Baker relies on Flannery O'Connor's "A Good Man is Hard to Find" and "The River" and the hope of the arrival of a "new child of God" to complete the story.

Baker is currently working on a documentary *A Good Man: Fact and Fiction*. The film will look at the process of writing, publishing, and selling a book.

I recommend both novels for fans of Florida fiction and reading groups. Libraries can receive 40% discount at Ice Cube Press by contacting steve@icecubepress.com. The books are also available through Ingram or Baker and Taylor.

Joyce Sparrow works for the Pinellas County Juvenile Welfare Board. Contact her at jsparrow@jswbpinellas.org.

Library Friends and Supporters – More Important than Ever

As I write this, we have just finished FLA's four regional workshops for Friends, Foundations, and Boards (FF&B). The response has been enthusiastic in all areas of the state. Everywhere folks are eager to support their libraries and excited about exchanging ideas to make their organizations more effective.

The workshops were planned by Friends leaders **Barbara Correll of Fort Lauderdale (Broward County)** who heads FLA's member group for Friends, Foundations, and Boards and by Workshop Coordinator **Claire Hauenstein of South (Lee) County Regional Library**. They developed the workshop content, which included sessions on networking, newsletters, and awards. A highlight of each workshop was sharing ideas on fundraising, membership, advocacy, and other issues of importance to Friends groups everywhere.

The FF&B programs were held in libraries and hosted by Friends groups. We are indebted to library staff and Friends of Cagan Crossings Community Library (Lake County), Friends of Robert L.F. Sikes Library (Okaloosa County), Hagen Ranch Road Branch Library (Palm Beach County) and Lakes Regional Library (Lee County) for their hospitality and assistance.

FLA has a lot to offer Friends groups. In addition to the yearly workshops, Friends are an important part of Library Day at the Legislature in Tallahassee each Spring. Also, the 2010 annual conference in Orlando will include special programs for Friends and an awards luncheon on Thursday, April 8.

The support of citizens, both individually and collectively through Friends groups and foundations, is essential. Without it, libraries will not thrive and may not sur-

vive. During the 2009 legislative session, state funding for libraries was nearly lost. The tremendous response of library supporters persuaded lawmakers that libraries are valued by the people of Florida and funding was restored.

With further state budget shortfalls looming, the 2010 legislative session is likely to be just as challenging. More than ever, we need the advocacy efforts of those who care about libraries and understand their importance.

FLA's Legislative Committee has developed a platform for library advocacy for 2010. The platform and other resources are available at <http://www.flalib.org/advocacy.php>.

Here's how you can help:

- Join FLA – together our voice is strong
- Talk to your elected officials – they need to hear from you
- Contribute to FLA's advocacy effort – donations are tax deductible

Thanks for being a part of the Florida Library Association!

Faye C. Roberts
Executive Director



Long-time library advocate Nellie Slaton from Cape Coral (center) participated in the regional workshop held Jan. 7 in Fort Myers.

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