

ARKANSAS LIBRARIES

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Arkansas Library Association

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Arkansas Libraries is the official journal of the Arkansas Library Association. It contains articles of current interest, historical significance or literary value, concerning all aspects of librarianship, particularly items pertinent to Arkansas. It also includes official statements of and information provided by the Arkansas Library Association.

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Arkansas Libraries

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FROM THE ARLA PRESIDENT: ArLA's Call

By *Jim Robb*, Director
North Arkansas College Library

Some of you may be familiar with the song "Ireland's Call." There are a couple of versions out there, but I heard it for the first time, as performed by the group Celtic Thunder, on my way over to Conference this year.

By the second chorus I was substituting "ArLA" for "Ireland" and wondering how the song could be tweaked to make it more applicable to ArLA. The beat and rhythm are pretty martial, but they stirred my Celtic blood, and the lyrics, "Together standing tall, shoulder to shoulder," and "Side by side we stand together, one for all and all together," spoke to me of the unity that ArLA provides to the various types of libraries throughout Arkansas. I may pass the lyrics and some ideas for revisions along to "The Booktations" to see what they can come up with.

What I really want to do in this column is say, "Thank you." Thank you to the membership of ArLA for allowing me the honor of serving as Association President this year. Thank you to all the members who have stepped up to serve in division and roundtable leadership positions. Thank you to everyone who had a hand in making this year's conference a huge success. Thank you to all the members who served on the Executive Board and on the various committees, without whom nothing could have been accomplished this year. Thank you to our Executive Administrator, Lynda Hampel, who had to put up with all my questions and suggestions this year – and still kept the Association running. And a very special thanks to Trish Miller, my Vice-President, and our President for 2013. Trish has been incredibly hard working this year, and I am excited to see her plans for next year come to fruition.

As President this past year I have had an opportunity to meet and work with librarians and library paraprofessionals from all types of libraries, and from all over the state, and still have met only a small portion of our total membership. During Conference I got a chance to visit with the vendors and with our keynote speakers about how well ArLA stacks up against other library associations around the country – the answer is extremely well. We aren't the largest, or the wealthiest, but we are among the most active. To have about 40% of our membership attending Conference is very impressive. To annually recognize as many stars as we do at our



Awards Dinner is a reminder of the talent we have in ArLA, and the commitment to excellence that infuses librarianship in Arkansas.

Throughout this issue of Arkansas Libraries you will find articles and pictures from this year's conference. If you attended, hopefully they will bring back fond memories of informative programs, fun times networking, and learning. If you weren't able to attend this year's conference I do hope you'll be able to attend next year's in Hot Springs.

In closing, let me reiterate that ArLA, like all associations, is only as strong as its members. When we step forward to take leadership positions, we help ArLA become a better, stronger association by broadening and deepening our pool of talent. But we also help our home libraries by strengthening the ties between libraries, and becoming more aware of opportunities and possibilities for improving service to our constituencies. In addition, we help ourselves as individuals by taking opportunities to extend and enhance our skill sets and by becoming more broadly aware of the wide variety of services libraries provide and the challenges we face.

ArLA's tagline is "A Community for Libraries." For us to be that community we all need to be involved. Come join us, bring your friends and co-workers and get involved. "Together standing tall, shoulder to shoulder...side by side we stand together, one for all and all together." Let's make these lyrics a part of ArLA's reason for being, and a part of each of our professional lives.

Jim

Jim Robb, the President of the Arkansas Library Association, is the Director of the North Arkansas College Library.

EDITORIAL WHIT: A Dedication

by *Whitney Ivy*

Managing Editor

As a child, I never planned to become a librarian, but if I was ever asked the question, what is your favorite thing to do, my answer was going to be (and still is) reading.

As we come off of Thanksgiving and head into the Christmas holidays, I think it is natural to think about the things that make us grateful. One of the blessings that makes me grateful is my love of reading and how I obtained that love of reading. Some of my earliest memories are getting into my daddy's lap with a book so he could read to me. As I learned to read, I would climb into his lap so I could read my Berenstain Bears book to him. If he took me to Wal-Mart, I couldn't get a toy but I could always get a book (hence my large collection of Berenstain Bears books). As a sixth grader, I would read his John Grisham books when he finished with them, and as an adult, we constantly had conversations about what we were reading and what we were going to read next. The last Christmas gift I gave him was Stephen King's *11/22/63*, and par for our usual, he said I could read it when he was finished.

Daddy died very unexpectedly in January 2012 before he could finish that book, and I don't know that I will ever bring myself to read it, but I do know that I am incredibly grateful for the gift of reading that he shared with me—even when I feel my worst, I can always sink into a good book and for a little while imagine myself into a magical place.

I am grateful for my librarian position; I know that I didn't plan to become a librarian, but it is not a job for me, it is my calling. I cannot imagine doing anything else as a profession; going to work makes me happy. One of the most amazing rewards comes in the form of a student saying, "I LOVED that book that you told me about. Do you know another GOOD one that I would like?" To me, being a librarian (at least a school librarian) is putting the right book into the right hands at the right time.

This issue of *Arkansas Libraries* will hopefully help you reflect on the aspects of librarianship that



Ivy

make you grateful or happy. I truly believe that we as librarians should actively advocate for our libraries and for librarianship. Library Media is still considered to be a shortage area in our state; we need to promote what we do, so young people who love to read will consider the field of library science as a viable profession. One way that you can become involved in advocacy is to participate in the "Advocacy Day for Libraries" on Wednesday, February 13, 2013, in the State Capitol Rotunda; this day will be a day to visit with new legislators and share with them what we do and what we hope to do.

I hope you enjoy this issue; I am completing my first full year as Managing Editor, and I want to express my heartfelt gratitude to have this opportunity to be so directly involved in our Arkansas Library Association, and thank you for allowing me to "dedicate" this issue to my daddy's memory.

Whitney

Whitney Ivy, Managing Editor of Arkansas Libraries, is the K-12 Librarian for the Blevins School District.



Whitney Ivy with her father, Benson Hendrix, on her wedding day.

SCHOOL LIBRARIES: Celebrating Hispanic Heritage in Arkansas Libraries

by Rachel Shankles, Lakeside High School

On Sept. 24, Christina Munoz visited Lakeside High School Library for a presentation to Spanish classes in honor of National Hispanic Heritage Month.

She was invited by Rachel Shankles, LHS Librarian, to collaborate with Spanish teachers Patricia Epperhart and Nohora Carson for the celebration of this cultural holiday month. Christina is a native of South Dakota but had several broadcasting jobs in Minnesota before moving to Arkansas in 2003 to work as an evening news anchor for KATV Channel 7 in Little Rock.

She enjoys ballet and has performed in the *Nutcracker* many times. She and her husband also enjoy rock climbing. They have two young daughters. Because she arrived earlier than her scheduled time, she was able to meet informally with Epperhart's AP Spanish students in the library. Munoz and the students discussed language immersion classes, the importance of bilingualism, and careers using languages. During 7th period, over 70 students and adults crowded into the high school library to hear Munoz present about her Hispanic heritage.

Shankles introduced Munoz to the crowd, which included the principals from the junior and senior high, many faculty members, and students from two Spanish classes, Spanish Honor Society and Journalism.

Munoz' mother is from Chili and met her father, a violinist, when he came there with the Peace Corps. The family moved to South Dakota, where Munoz was the youngest of their three daughters. She never really thought about her heritage, as her family emphasized speaking English until her mom lost her job in a bank for



Shankles

helping the Hispanic customers.

When she decided to become a broadcast journalist, she changed her name to her mom's maiden name of Munoz. When she told her mother about her decision, her mother broke into tears. Munoz then began to investigate her heritage and she continues to work with United Latin American Citizens and other groups. She is also raising her daughters to be bilingual.

She is the first Hispanic broadcaster to work in the Central Arkansas area. She and her husband love Arkansas, its people, the terrain, and the family-friendly KATV organization; she is a Razorbacks fan, but also states that she is still loyal to the Minnesota Vikings as well.

The students were allowed to ask questions following her presentation and asked her about her favorite stories, how to get into the broadcasting field, how the hours affect her family life, and other great questions.

Munoz answered each question with skill and enthusiasm. She donated more of her time



Rachel Shankles and Christina Munoz at Lakeside High School. *Photo submitted by Rachel Shankles.*

HISPANIC HERITAGE celebration

so students could have their photos made with her. She promised the AP Spanish Class that she would either give them a shout out on the six or ten p.m. news or put some of the photos on her blog, and she was true to her word because she did both of those things. She gave a very

lengthy shout out and thanks to Lakeside in Hot Springs on the 10 p.m. *Nightside* show, and she also flashed several photos and mentioned the very attentive students.

Needless to say, the Spanish teachers were very impressed that I was able to procure such a fine speaker for their celebration. The Spanish classes decorated the library for the celebration and also gave us festive music to play for the week.

Whew! It was a great way to celebrate Hispanic Heritage.

Editor's Note: *Rachel Shankles is always busy collaborating on projects for her school; during the same week that she hosted Christina Munoz, she also hosted Miss Arkansas Sloane Roberts.*

Rachel Shankles is the Library/Media Specialist at Lakeside High School in Hot Springs.



AP Spanish students with Christina Munoz. Photo submitted by Rachel Shankles.

ALPS AT WORK: The First Step: Planning Conferences for ALPS

by *Lynaire Hartsell, UA Libraries*

A journey of a thousand miles begins with a single step. So does a short trip. In a way, so does any project, whether it's a pan of brownies, an award-winning novel, or a conference.

The first step of an ALPS conference is finding a suitable site. Conference attendees and other ALPS members suggest possible sites. The ALPS Chair appoints a Site Committee, usually from volunteers. The Committee researches the sites and arranges overnight visits, when possible, to the one or two that look and sound the best. The Committee discusses with the site's representative the availability of dates, meeting rooms, and equipment; rates for rooms and technical equipment; and meal choices and prices. After the committee reports its findings to the ALPS Council, the Council selects a site. Then the Council Chair notifies the ArLA Executive Administrator, who negotiates the conference contract.

While the site selection may be done as much as two years in advance, the Conference Committee is appointed during the first months following each year's conference. All Conference Committee members are volunteers. And here's my shameless plug: volunteering for the Conference Committee is a great way to get involved in ALPS and learn how the organization works.

Another early step is choosing a conference theme. Suggestions are solicited in business meetings and on conference evaluation forms. Some years there are a number of good suggestions and lively discussions result.

Meanwhile, subcommittees are formed for the many elements of the conference. Some of the subcommittees are Banquet Activity/Entertainment, Basket Auction, Door Prizes, Ice Breaker, Programs/Printing, Sessions/Speakers, and Technical Equipment. There are several others. Each subcommittee has its own timeline, which has to mesh with all the others. The subcommittees gather their items or information and keep the rest of the Conference Committee apprised of their progress.

The Sessions/Speakers Committee has to get started quickly. There are usually a keynote speaker and two lunch speakers to find, as well as presenters for 12-20 concurrent sessions. Speakers and presenters may submit session proposals, or they may be solicited by committee members. The committee then negotiates the scheduling and determines space and equipment needs.



Once the scheduling details are confirmed, the Programs Committee enters the session schedule, speaker/presenter biographies, and other information into the printed conference program. The program has to be proofread by several people—then proofread again—and again. Once it's deemed error-free, it goes to the printer.

How do we notify the Arkansas library community about our conference? About four months before the conference we send "save the date" cards to our mailing list, which includes those who've attended ALPS conferences and paraprofessionals who are ArLA members. We also post a notice on our website and send e-mails through the ARKLIB-L and ALPS e-mail lists. About three months before the conference we send out the registration brochure and post it on our website. The registration deadline is generally four weeks before the conference. From the registrations we determine a meal count for the conference facility.

The day of the conference, the ALPS Council and the Conference Committee arrive early to assemble the registration packets. In go the program, evaluation forms, meal tickets, and any items donated by sponsors or vendors: maps, pens, or tourist brochures, for example. Once the packets are done, it's time to start setting up the poster displays, the basket auction, and the registration table.

The conference is the result of all the planning, decisions, and work done during the preceding months. One final step remains in this journey: compiling the evaluations and passing the suggestions and comments on to the next Conference Committee.

And with that we take our first step on our next journey!

Lynaire Hartsell is the Periodicals/Reserves Supervisor of the University of Arkansas Libraries.

TRAINING: Tips, Topics & Techniques

Final Words of Advice

by *Laura Speer*, Director of Library Services
Fayetteville Public Library

This year in the columns I have written, I have attempted to point out inexpensive ways for public libraries to provide training.

Most of the suggestions are probably ones librarians had already thought about – but even I learned a thing or two while I was researching websites and other training opportunities available for little or no cost. Here are few other suggestions for helping library staff members stay up-to-date.

Encourage staff to engage with your patrons online.

If you don't already have a Facebook page for your library, consider developing one. If devoting the time to upkeep of a Facebook page is onerous, talk with your staff; you may find that there is someone on staff (a teen, perhaps) who would love to help with this. It's a great way to engage a different subset of patrons and community members – those who don't necessarily come in the building, but may be using your online resources. Don't just provide program information – have fun things, too. Share questions, photos, and articles from the web with patrons. Provide email reference service, as well – any way to engage your patrons.

Consider using texting as a line of communication with staff outside of hours.

It's January, it's icy....text staff and let them know that you will be closed. Don't forget to update your Facebook page, too! I realize that this may not work everywhere (and that some folks may not have a cell phone), but texting is a great alternative when landline phones might be down.

Use customer service as a way to be proactive.

I know I'm preaching to the choir when I say this, but engage with your staff and patrons. If there is a concern that you can address with



training, do it. If it is something that requires a different tact, do it. Let everyone see that your library is proactive in making it the best place to be – both for staff and patrons.

I am retiring at the end of December. I came to the library world after years of teaching and moving around with my family (military life, gotta love it!). Being a librarian was a dream come true – helping patrons, learning something new every single day, and getting to talk with people about books, music, movies, the internet, current events, and, well, you name it.

Being a librarian helped me become a better person. Although this isn't the only industry that does this, librarians are continuously helping people find what they want and need to know.

In the process of answering or helping to answer their questions, I have learned more about people than I ever imagined (sometimes, more than I wanted to know, too). Hearing their stories has given me a much wider perspective on many issues, and that is always a valuable thing.

Thank you for allowing me to be a part of the Arkansas Library Association family for the past five years. I will be seeing you all around and I will continue to be an advocate for libraries and library staff.

Laura

*Laura Speer, an advocate for all librarians,
is the Director of Library Services at the
Fayetteville Public Library.*

ADVOCACY ARKANSAS: Procrastinated Promised Passions

by Daniel Page, *Texarkana Public Library*

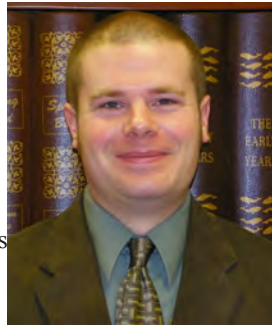
That's it! After years of procrastination, I just cannot take it any longer. For years, I have had a passion for promoting Arkansas' libraries. I have promised myself that I would make advocating for Arkansas libraries a personal agenda.

Today, I take my stand. I refuse to procrastinate any longer; I pledge to be an active Arkansas library advocate.

It is a pleasure to introduce "Advocacy Arkansas" as a part of *Arkansas Libraries*. The editors have graciously allowed me to be a regular columnist for the journal, and I consider it among the greatest of honors.

In "Advocacy Arkansas" you will learn about ways to advance Arkansas' libraries, protect them from unnecessary budget cuts, and promote their value in society. My aim is to encourage librarians and library staff to move beyond simply observing changes as they take place. I pledge to be passionate and educated as we partner in this journey in *Arkansas Libraries*.

I am a native Arkansan and have lived in Arkansas for all of my life, minus nine months I spent as an undergraduate in Dallas. I have worked in academic and public libraries and have been a director at both of those library types. I have an undergraduate degree in Speech Communication, a graduate degree in Organizational Leadership, and a graduate degree in Library and Information Studies. I have



Page

additional coursework in website design and public administration. My wife, Caprisha, has an M.L.I.S. and has served as a director at both a community college and public library in Arkansas. Through these experiences, I have learned a lot about Arkansas libraries and believe that our institutions are necessary to advancing Arkansas.

For our first call to action, I ask everyone to join me in turning Arkansas green on April 15, 2013. As the American Cancer Society has done with their pink initiatives, I call upon our associations, friends, and patrons to unite in wearing green on April 15th, the Monday of National Library Week. This will be a day for us to show statewide support for libraries, so please encourage library staff, ArLA members, and other library lovers to put on their green! Let's also encourage university faculty and administration, library board members, and civic groups to participate in our efforts. To help communicate our message, an order form for our "Think @ Arkansas Libraries" t-shirts is included in this issue of *Arkansas Libraries*. Please make copies of the form and distribute them to everyone in your local library community. If you have a local library friends store, encourage them to sell these t-shirts to the public. I have volunteered to handle the process of taking t-shirt orders. Because prices may fluctuate between now and then, the cost for each shirt will be \$20. Any unused funds will be donated to the Arkansas Library Association scholarship fund.

Whew! It sure does feel great to have ended my procrastination. Please join me in *Advancing Arkansas Libraries!*

*Daniel Page is the Director of the
Texarkana Public Library.*

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be donated to the Arkansas Library Association's scholarship fund.

ArLA 2012 Award Winners

by *Jamie Melson*, Awards Committee Chair
Central Arkansas Library System

I would like to thank the Awards Committee that served for 2012: Melanie Allen, Kara Propes, Daniel Fitzroy, Stacy Winchester, and Cathy Toney. But the bigger thanks goes to those of you who heard and responded to the call for nominations. Without you, there would be no awards. Thank you!

The **LaNell Compton Award** (which alternates with the Arkansiana Award every other year) went to Dr. Jud Copeland for his journal article entitled "RDA and FRBR: A Brave New World in Cataloging." Dr. Copeland is an Associate Professor in the Department of Teaching, Learning & Technology at the University of Central Arkansas.

The **Ann Lightsey Children's Librarian Award** recipient was nominated by Hadi Dudley and presented to Sue Ann Pekel of Bentonville Public Library. Sue Ann began her career in children's librarianship at Rogers Public Library. She began working at Bentonville Public Library in July 2007. The first professional children's librarian hired for the library, she is the only youth services librarian on staff. She plans, implements, leads, and directs all youth programs, services and collection at BPL. Bentonville Public Library's extraordinary successes are attributed to her professional leadership.

Sue Ann is a consummate professional in the library field. She is respected and admired by her colleagues. She has served on committees and presented professional development sessions at conferences and workshops. Sue Ann is a member of the American Library Association (PLA, ALSc, and YALSA Divisions), the Arkansas Library Association, and the International Reading Association. She received her Master's Degree in Library Science from Texas Women's University. Her commitment to youth librarianship makes her successful in this field and in life. In 2008, she was recognized with the Outstanding Alumni Award at Northwest Arkansas Community College.

The **Distinguished Service Award** recipient was nominated by Sandra Campbell and presented to Helen Giessen Guenter of the UA Monticello Library. Helen serves as the Associate Librarian for Serials and Reference at the University of Arkansas at Monticello Taylor Library. When she was growing up, her family moved often, and so when she adapted to a new community, the first place she looked for

was the library, and the first friend she made was the librarian. Naturally, as an adult, she continued to find excuses to be connected with reading and libraries. For a time she conducted library research for private clients at a large university. Later she was the librarian for two public schools and for a private school. As a full-time consultant for the Southeast Arkansas Educational Cooperative, she established a media center with a computer catalog. Later she was a college reading instructor at UAM.

In 1982 she began working at the UAM Library, and she recently marked her 30th anniversary date. Over the years she has attended numerous ArLA and College Division conferences and workshops, vendor meetings, ALA conferences, OCLC training events, and an ACRL conference. She participated in cooperative purchasing with other librarians through ARKLink and the EPSCoR Library Grant Committee. She is dedicated to the preservation of history. For example, she collected, collated, and loaned print publications to the Arkansas History Commission and to NA Publishing Company for microfilming. She has published in *Arkansas Libraries*, in the *Drew County Historical Journal*, and in historical sections of the Arkansas and Louisiana Conference journals of the United



Dr. Jud Copeland (left) receives the LaNell Compton Award.

Methodist Church. She has presented programs at ArLA on periodicals and serials. She is a very active participant and presenter at community groups.

Most importantly, Helen is dedicated to do whatever it takes to get the job done. She has experienced many changes in libraries over her 30-year career. In the beginning of her career, she typed catalog cards under the supervision of a master cataloger. Later she learned what was then a new technology – microfilm. Now she is changing with the times again, assisting with the negotiation of contracts for databases, e-journals and other digital resources. She is a Renaissance librarian, developing skills to meet each decade’s new challenges and dedicated to serving the patron and the library.

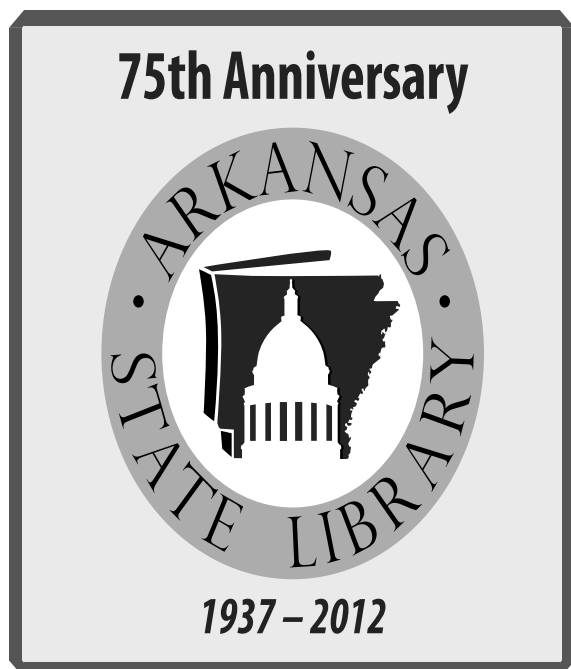
The **Frances P. Neal Award** recipient was nominated by Dr. Kay Bland and presented to Bettye Fowler Kerns, formerly of the Central Arkansas Library System.

Bettye retired in February 2012 as Manager of the Main Branch for the Central Arkansas Library System (CALs). Her role as an administrator in the CALs System was initially based on her work with youth services. She collaborated with local schools in providing professional development opportunities for school librarians. She also managed

operations of youth services which included collection development, summer reading programs, and programming for all youth served by the CALs System.

The Main Library Branch has undergone significant changes during Bettye’s tenure. She was on the implementation team as the system converted to electronic records for circulation and collection maintenance. During her tenure, CALs Main Library Branch was moved to its present location in the River Market Area and was remodeled within the past two years. She planned and directed the collection shifts to the fifth floor where non-fiction resources are now found. She also oversaw the development of the fourth floor as a teen floor and was very involved in the planning of the Children’s Library Branch which will open in 2013.

Bettye’s career of notable service in librarianship within the state of Arkansas began with her work in the Pulaski County School District Elementary Library Media Program. When she left Sherwood Elementary in the early 1980s to join CALs, her school-based program had been recognized as part of a national award from the American Association of School Librarians. She served on district-wide curriculum committees and presented at state, regional, and national conferences.



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government,
its citizens and
libraries.**

Bettye's Arkansas Library Association involvement has ranged from committee work to board member work which included Association President and has been spread over decades of committed service. She is known throughout the state and the region as a supporter of intellectual freedom in all types of libraries. She has presented at state conferences on the topic and has even assisted school librarians as they faced school board censorship hearings. Her interest in legislative programs for libraries led to her numerous appointments as chair of the association's Legislative Committee.

A special award was given to Bettye's husband as the Supporting Spouse of the Year for having cancelled their vacation plans to Maine just so Bettye could attend the conference and receive her award.

Kareen Turner nominated the **Lorrie Shuff Paraprofessional Award** winner, Lynaire Hartsell of UA Fayetteville's Mullins Library. Sandra Hooper presented the award.

Lynaire has played a very active part in both the ALPS division and in her own library since she joined both in March of 1999. She came from the Fayetteville Public Library and started at Mullins in the serials department, but quickly moved over to become the Supervisor of the Lindley & Kaneaster



Bettye Fowler Kerns (left) receives the Frances P. Neal Award.

Hodges Reading Room, which includes current periodicals and most microforms. She helped supervise a major renovation of her department and has served on several committees over the years, including the Priority Strategic Initiatives Coordinating Committee (Program Effectiveness/ User Needs) and the Extreme Makeover Library Committee to restructure the entire library. Her latest assignment was working on the committee that investigated and evaluated potential participation of the National Digital Newspaper Project.

Lynaire served as Chair for the Arkansas Library Paraprofessionals 2007-2008, and has also served as Secretary and unofficial Parliamentarian over the years. She is the ALPS column editor for *Arkansas Libraries* and has been an "unofficial" editor for procedures and policies rewrites. She is a very caring person who has always shown professionalism towards fellow members of ALPS and to other professionals throughout ArLA. Lynaire has been active with the ArLA Scholarship Committee and has even created bookmarks for the fund raisers. In addition she's been a member of the Arkansas Teen Book Award readers and has helped pick the winners. Lynaire has helped present sessions at the Arkansas Library Paraprofessionals annual Spring Conference and has served on the Conference Committee for several years.

The **Retta Patrick Award** winner was nominated by Dr. Kay Bland and presented to Dr. Stephanie Huffman, coordinator for the LIBM Program at the University of Central Arkansas, a position she had held for almost nine years. The LIBM Program prepares practicing educators to obtain a master's level degree so they may be licensed as school librarians. UCA graduates approximately 65 school librarians a year.

In January of 2010, the LIBM program was moved to the Leadership Studies Department. This allows school librarians in training to be recognized as part of the leadership instructional team in a school where the principal, the counselor, and the school librarian are all master's level educators.

Dr. Huffman's personal and professional philosophies mirror those of Retta Patrick. First and foremost, both consider school librarians as teachers who know the academic and developmental needs of students. Second, both stress collaboration as the key to success for school librarians. Collaboration with classroom teachers and the school's leadership team showcases the school librarian's capacity to solve problems, extend learning beyond the four walls of the school, and develop and deliver professional

development on many topics.

Retta Patrick's involvement in professional organizations is legendary. Dr. Huffman's work at the university level extends to professional organization involvement as well. She has served on committees, organization boards, presented at conferences, and published. Her belief in partnerships with K-12 institutions has resulted in research on academic achievement utilizing audio books, policy development, and technology planning.

Focusing on the role of school librarians as change agents is the centerpiece of Dr. Huffman's work with librarians at this level. She cares about how working and living in the digital age can provide the design for school librarians who are positively impacting student achievement.

The **Suzanne Spurrier Award** was nominated by Kathie Buckman and was presented to Britt Anne Murphy.

Britt is currently an Associate Librarian at Hendrix College, where she has worked since 1998.

Active in the Arkansas Library Association, Britt has served (tirelessly) as Associate Editor

of *Arkansas Libraries* since 2003. (That alone, should merit some kind of award!) As Chair of the Publications Committee from 2008-2010, I worked closely with Britt and the Managing Editors during this time. As Associate Editor, Britt exhibits a high level of professionalism and integrity dealing with the various column editors.

I actually became acquainted with Britt a couple of years earlier, in 2006, when she volunteered to Chair a Survey Committee at the Spring College and University Division meeting. I volunteered to be on her Committee, and we (the Committee) have administered three biennial surveys. Britt and I have also presented our survey results at three CULD Spring Meetings, and also at two ArLA Annual Conferences.

Three years ago, Britt presented a session on Wikipedia at the Fall Conference, and at the joint ArLA/SELA conference in 2010, she participated in a panel discussion along with editors from other states entitled: "Trends in Library Publications." She is also active in ARKLink, a consortia of 44 academic libraries in Arkansas.



Helen Giessen Guenter (left) receives the Distinguished Service Award.



Britt Anne Murphy (right) receives the Suzanne Spurrier Award.

THE FACE OF ARKANSAS LIBRARIES:

Meet Robert Frizzell and Jordan Ruud

by *Elizabeth Burden, Boreham Library,
University of Arkansas-Fort Smith*

Robert Frizzell

Director of Library Services
Boreham Library, UA-Fort Smith

A little over one year ago, Robert Frizzell shouldered what many would have considered a daunting task when he accepted the position of Director of Library Services at the University of Arkansas - Fort Smith's Boreham Library.

The Library was firmly in the midst of a major building addition and renovation, but it was a challenge for which he was particularly qualified.

While most recently serving for ten years as the Director of Libraries at Northwest Missouri State University, Frizzell has roots in Arkansas as well. He was the Director of Bailey Library at Hendrix College in Arkansas from 1989 to 2001, during which time he oversaw the building of and move into a new library – on-the-job experience which has served him well at UAFS.

Frizzell was instrumental in planning the initial move of Boreham Library into the new addition. As he explains, "In August of this year [2012] we moved the entire library into an architecturally striking addition to our building so that the original building could be gutted and re-designed inside. Next March (2013), we will move part of our collections and operations back into the renovated space. These moves themselves demand a lot of planning and physical effort, but learning to operate in new physical space is perhaps just as challenging."

"The building addition and renovation effort is only one part," says Frizzell, "of a larger initiative to create library services that are commensurate with the growth in size and sophistication of programs that have happened on this campus since 2003 when it became a baccalaureate institution and a part of the University of Arkansas system. As the entire University grows and improves its offerings, we will have to be certain that the library offers appropriate, high-quality information services."

Frizzell grew up on a farm about 60 miles east



Frizzell

of Kansas City, Missouri. After obtaining a B. A. in history at the University of Missouri, he was drafted into the army. His military service was followed by three years as a graduate student in European History at the University of Illinois. "I decided to go to library school to make myself more employable," says Frizzell. He earned his MLS from the University of Illinois (Urbana).

That decision has been a fruitful one for Frizzell. He spent fourteen years as Social Science Librarian and Archivist at Illinois Wesleyan University, and then came to Arkansas for the first time as Director of Bailey Library at Hendrix College. The first of Frizzell's many adventures in technological advancements began. "During that time, we installed Hendrix's first ILS, built and occupied a new library, and began a campus media services program." Frizzell also took part in the founding of ARKnet.

While Director of Libraries at Northwest Missouri State University, Frizzell continued being instrumental in advancing library technologies. "We put special emphasis on developing our digital offerings and offerings to distance learners. I spent five years on the Executive Committee of the governing body of MOBIUS, the Missouri consortium whose primary mission was to promote resource sharing with Innovative Interfaces' INN-Reach system," he explains.

At UAFS, Frizzell says, "I like most of what I do from representing the library before administrators and faculty, to interacting with the building construction workers, to being able to help a student who is wandering around the building apparently not knowing what to do or how to get started. But perhaps my most favorite thing is selecting books."

At his core, Frizzell is indeed an academic, a historian, a prolific reader, and a writer. In addition to having occasionally taught courses in history, Frizzell shares that "I have also published half a dozen



New Boreham Library addition, opened August 20, 2012.

articles in historical journals, one well-received but narrowly focused historical monograph, and numerous book reviews. My scholarly specialty is German immigration into the American Midwest in the 19th century.”

When asked what he might have done had he not become a librarian, not surprisingly Frizzell says, “I might have been a professor of European History.” But, he continues, “At one time being a mortician intrigued me. Perhaps the interest was in staying calm and helping the loved ones of the deceased who were at an emotional turning point and needed sympathy and support.” Frizzell concludes with his characteristic dry wit, “And I used to like to wear dark suits.”

Frizzell and his wife, Sue, have been married for 38 years and have a son who is married and lives in Houston, Texas.

Jordan Ruud

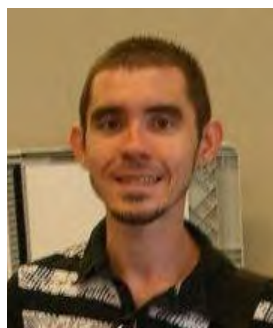
Public Services Librarian

Boreham Library, UA-Fort Smith

On the other end of the career spectrum comes Jordan Ruud who joined the Boreham Library in July 2012, a newly minted librarian from the MLS program at the University of Illinois at Urbana-Champaign. Ruud was born in Kansas and grew up outside of Denver, and he has worked in libraries since he was a teenager. While new to Arkansas, he is familiar with the general area having studied English literature at the University of Tulsa in the years right before library school.

Says Ruud of his decision to come to UAFS, “After studying in Oklahoma for six years, I knew I’d enjoy living in this region of the country, and my first visit to campus confirmed what I’d figured Arkansas would be like - everyone here was so friendly and welcoming, and I was really drawn to UAFS by the emphasis on supporting the work of students and faculty at different levels.” Ruud brings a fresh perspective to the new Boreham Library environment and may not have found the move to the new building, a mere six weeks after he started, as much of a change as the longer term staff.

When asked how practicing librarianship compared with studying it, Ruud explained that library school taught him how to do a number of things well, but in isolation from one other. “On the job here, though, I find that all these things



Ruud

- including reference, instruction, collection development, and web design - are intricately interrelated. It all comes down to service: how can you make the library experience as welcoming and/or painless as possible for a wide variety of patrons? I’ve come to think that these things are probably unique to each library and can only be picked up on the job over the course of time,” says Ruud.

He continues, “At the library here, there’s also a real focus on teamwork in the interest of serving our patrons, with everyone contributing their own perspective, and I think this is something else not always emphasized in library school.”

Ruud’s perspective and skills are indeed valued by his colleagues at Boreham Library. Says his fellow reference and instruction librarian, Carolyn Filippelli, “Jordan Ruud brings an impressive mix of educational background and skills to his position at Boreham Library. He has a background in literature, a keen grasp of new technologies as they apply to library instruction and website management, and the resourcefulness and initiative to try and apply new ideas.” This sentiment is echoed by Tina Brown, Library Academic Technician, who observes that, “He has an ability to quickly assimilate diverse technologies and complex procedures, to be able to seamlessly transition into his functioning role.”

Ruud puts his strong skills in technology to work to maintain the website and administer the serials and database collections, but he notes that it’s “being able to work with our students is the most rewarding part of what I do. The variety of questions and teaching opportunities I have keeps me on my toes. Being on the front lines and knowing that I’m able to help is a great feeling.”

While learning all that’s involved in his new position and new career “has had its challenges,” says Ruud, “but my colleagues have been patient and helpful in getting me up to speed on these things, and I’ve quickly learned that working with vendors and troubleshooting problems isn’t as scary as it initially seemed!”

In his spare time, Ruud loves to read, especially poetry, philosophy, and literary criticism, and is a self-proclaimed movie buff. When asked what he might’ve done had he not gone into librarianship, Ruud says “I might have liked to work as a literary scholar,” somewhat less far afield than a mortician.

Ruud’s parents continue to live in a suburb of Denver where he was raised. His sister recently took a job as a nurse in Aurora, and like all good animal-loving librarians, he points out that he’s “also the proud older ‘brother’ of a cattle dog and a basset hound, Skittles and Stella.”

The Beat Goes On: ArLA 101

An Overview of the 2012 ArLA Conference

by **Kathie Buckman**

Coordinator of Technical Services

Huie Library, Henderson State University

The 2012 Conference of the Arkansas Library Association was held at the Northwest Holiday Inn and Convention Center in Springdale, October 14-16.

With the cold snap the week before the conference, the fall colors were beautiful. There were 257 in attendance—including 69 new members. ArLA President Jim Robb’s 2012 Conference Theme was: “The Beat Goes On: ArLA 101.” With last year being the Association’s Centennial, Robb set this theme to ring in our second one hundred years. “ArLA 101” had a dual meaning: the 101 implying getting back to basics and also signifying the Association’s 101st year in existence.

At the close of the Awards Dinner, the attendees were delightfully entertained by a

wonderful new/retro singing group calling themselves “The Booktations.” Their current number one hit, “The Book Goes On” (sung to the tune of “The Beat Goes On”) was well received by this bookish audience. The members of the band are: Laura Cleveland and Dana Thornton (Magnolia Public Library), Anna Bates (Stuttgart Public Library), Nancy Arn (El Dorado Public Library), and Judy Calhoun (Southeast Regional Library). I hope we get to see them again next year...and while we are anxiously awaiting their next hit, I’m sure we will be able to relive this one on YouTube.

NOTABLE SPEAKERS

Barbara Stripling, President-Elect of the American Library Association, has had a thirty-year career in education and librarianship. From being a classroom teacher in Colorado and North Carolina, to being a media specialist in Greenland, Arkansas, and Fayetteville, Arkansas, Stripling



John Chrastka, director for membership development of American Library Association.



Barbara Stripling, president-elect of the American Library Association.

was also a director of library programs at New Vision for Public Schools in New York City. She received her doctorate in Information Management from Syracuse University in 2011, and is currently an Assistant Professor of Practice at Syracuse, where she teaches library science classes to the next generation of librarians. Stripling will assume the ALA presidency in June 2013, following the ALA Annual Conference in Chicago.

Steven J. Bell is the 2012-2013 President of the Association of College and Research Libraries, a division of the American Library Association. Since 2006, he has been Associate University Librarian for Research and Instructional Services at Temple University. From 1997 to 2005, he was Library Director at Philadelphia University. Prior to that, he held positions at the University of Pennsylvania Wharton School Library where he was Assistant Director, and Head of Access Services. Bell received his Doctor of Education in Higher Education Administration from the University of Pennsylvania. He earned his Master of Library Science from Drexel University.

John Chrastka started as a sales rep nine years ago at the American Library Association, and moved up to Director for Membership

Development. Constantly working to improve member experience and satisfaction, he toured the country representing ALA at association and chapter meetings. He started the *AL Direct* student edition, the Membership blog, and the ALA Facebook page. He left ALA in 2011, and is now a partner in a consulting agency, focusing on helping associations with marketing and outreach.

Mary Kelly and **Holly Hibner** are public librarians in the Detroit area, both with library degrees from Wayne State. The two created the Awful Library Books blog to liven up a convention speech, and have been surprised at its popularity. The pair hopes the blog does its part to highlight the need for librarians to weed their shelves. As stated on their website, Awfullibrarybooks.net: "Our criteria for inclusion of titles are simply anything that amuses us. None of the books presented are particularly awful (okay, maybe some are). These books are just odd, outdated, or maybe should be reconsidered under a current interpretation of collection policies. In no way should the opinions of Mary and Holly be interpreted as a standard for every library. We just want to have a few chuckles and talk about library collections. Comments are welcome, but



"All we are saying is give books a chance."

we do ask everyone to be nice and use your library voice.”

Martha Dixon, author of the book *Triumph Beyond Measure*, has been recognized as one of the “Top 100 Women of Arkansas” by *Arkansas Magazine*. Dixon is the recipient of numerous awards for her entrepreneurship, political work, and community service. She rose from abject poverty to the height of her profession. Founder of Dixon Manufacturing, her career took her all the way from the cotton fields of Arkansas to the Lincoln Bedroom of the White House. Dress designer for First Lady Hillary Clinton (her Presidential Gala gown remains on display at the Truman Library), her reputation and spirit combined for one of the great success stories of our time. One of twenty siblings born and reared in rural Arkansas, she overcame early hardship to become an accomplished businesswoman, state political party leader, and a friend of the Clintons.

Craig O’Neill and **Jane F. Hankins** are well-known in Arkansas circles, and TV personality O’Neill has graced former ArLA conferences as a speaker, but this year the focus was on O’Neill’s spouse, Arkansas artist and author Jane Hankins. Both performed excerpts from her first novel in the Peavine Chronicles, *Madge’s Mobile Home Park*. Hankins’ book captures the essence of

small-town sociability, southern humor, and the experience of human relationships.

BASKET AUCTION

Sixty-one baskets were donated for the Basket Auction, with the proceeds going to LEAF (the Library Education and Aid Fund,) an account separate from ArLA’s operating budget. LEAF made a grand total of \$1,875.

According to CALS librarian Bob Razer, “LEAF monies go toward special projects that could not be supported through regular ArLA funds. Past LEAF expenditures have included donations to the Louisiana and Mississippi Library Associations to assist them in the rebuilding of libraries damaged by Katrina, a donation to El Dorado’s Barton Library to assist that library’s recovery from a major fire, assistance to the Stuttgart Public Library which suffered extensive damage in a recent tornado, and assistance in paying the salary of a lobbyist to represent library interests during the past legislative session.

A new activity for LEAF was begun in 2010 with a donation on behalf of the Arkansas Library Association toward financing the Arkansas Literary Festival since that festival is an encouragement for reading and the appreciation of books and writing.”



A Mariachi band entertains the crowd at the Springdale Public Library.

COMMITTEE REPORTS

Conference Committee

A special thanks to Conference Chair Holly Mercer and her Committee: Judy Calhoun, Lauren Drittler, Hadi Dudley, Jon Goodell, Jamie Melson, Devona Pendergrass, and Nicole Stroud. And of course, a special, special thanks to ArLA's Executive Assistant Lynda Hampel.

Scholarship Committee

The Scholarship Committee sold *Arkansas Love Your Library READ* license plates and Book Lover's 2013 calendars at the Conference. According to Daniel Page, Chair of the Scholarship Committee, over \$570 was raised for next year's scholarships.

Membership Committee

It was reported during the annual business meeting, that the Arkansas Library Association currently has 550 members, with 83 of those being new members.

CONFERENCE ACTIVITIES

On Sunday afternoon, a large group of conference attendees toured the **Crystal Bridges Art Museum** in Bentonville. Led by Catherine Peterson, Director of the Crystal Bridges Museum Library, the group got an individualized tour of the museum and a behind-the-scenes look

at the museum library. On Sunday evening, the Springdale Public Library hosted an Open House and Reception which featured diverse cuisines from local restaurants. Attendees were not only presented with excellent food, but also excellent music from a local Mariachi band.

ARLA BUSINESS

Election/New Officers

Patricia "Trish" Miller, IRC Specialist Librarian at Remington College, Little Rock campus, will be serving as ArLA's President next year. Holly Mercer, East Central Arkansas Regional Library Director, was elected to serve as Vice President/President Elect; and Jamie Melson, Library Assistant III with the Central Arkansas Library Association, was elected to serve a 2-year term as Secretary. Hadi Dudley, Bentonville Public Library Director was elected to a 3-year term as American Library Association Councilor. And, Nicole Stroud has graciously agreed to serve as next year's Conference Chair. A big THANK YOU to these dedicated members, as well as all who ran for elected office.

ArLA Constitutional Amendments 2012

The following Resolutions were on the ballot, and all three of them passed.

Resolution 1: That the Arkansas Library



Outgoing ArLA President Jim Robb receives a plaque of appreciation from Holly Mercer.

Association dissolve its relationship with the Southeastern Library Association effective Jan. 1, 2013, and that the Arkansas Library Association Constitution and Bylaws be modified as needed to reflect this change. For: 75. Against: 14.

Resolution 2: That the Arkansas Library Association create a 'Website Committee' as a standing committee of the association, that the chair of the Website Committee replace the 'Webmaster' as a voting member of the Executive Board, and that the Arkansas Library Association Constitution and Bylaws be modified as needed to reflect this change. For: 93. Against: 3.

Resolution 3: That the *Arkansas Libraries* Managing and Associate Editors be given voting rights on the Executive Board, and that the Arkansas Library Association Constitution and Bylaws be modified as needed to reflect this change. For: 76. Against: 14.

EXHIBITORS

And last, but not least, a word about our vendors.

At this time, I would like to thank those who exhibited with us this year: American Library Association, Amigos Library Services,

AASL, ALPS, ArLA, Arkansas State Library, ArLA Scholarship Committee, AWE, Bound To Stay Bound Books, Bowker/Syndetics/Proquest, Brodart, Colibri Systems North America, Davidson Titles, Delaney Educational Enterprises, EBSCO, Findaway World, Florida State University School of Library Information Studies, Hawkins Educational Services, Jason Irby, author of *Love Within Life*, Parkhurst Brothers Publishers, Perma-Bound, Possum Grape RHK, Quality Books, Rainbow Book Company, Recorded Books, Records Imaging Systems, S&W Dist./Rosen Pub./Marshall Cavendish, San Jose State University/SLIS, Sebco Books/eSebco.com, Arkansas Secretary of State, Sharpe Reference, Springer, The Library Corporation, University of Tennessee School of Information Sciences, University of North Texas College of Information, World Book, Zyton Imaging/ST Imaging.

THANK YOU for your support of our conference.

MARK YOUR CALENDARS

The 2013 ArLA Annual Conference will be held in Hot Springs on October 6-8, at the Embassy Suites and Convention Center.



ArLA Executive Assistant Lynda Hampel.



Hamburg High School Librarian Brenda Wayne poses with Christmas tree she built from weeded reference books.

WEBMASTER'S CORNER

A New Committee

by Jon Goodell, UAMS Library, Little Rock

At the 2012 Arkansas Library Association Annual Conference, the Webmaster position was converted to a Committee that includes a Chair, Secretary, and committee members.

I will continue on as Chair, and we are looking for a Secretary. Working on the Website Committee keeps members informed about Association activities and provides opportunities for Committee members to learn new skills. I encourage you to get involved.

In addition to updating the website, we also manage electronic mailing lists such as ArkLib-L, the events calendar, and the Jobline. Goals for this year include redesigning Arlib.org, updating various Division and Committee webpages, and encouraging members to get involved with web projects. It is probably easier than you think. ArLA members who have an interest in any of these projects, including serving on the Web Committee, let me know. My email is jgoodell@uams.edu.

Privacy and Anonymity Online

I've had several people ask me about online privacy and anonymity. Many privacy experts make a distinction between privacy and anonymity, and this is highly relevant to our work in libraries. Privacy typically indicates that personally identifiable information is encrypted using a secure socket layer (SSL) or other method. Look for HTTPS instead of HTTP in the website address section of the web browser (e.g., Internet Explorer or Firefox). This is a good indicator, but websites are still susceptible to attack and breach of usernames, passwords, and credit card numbers via hacking and human error.

With Internet anonymity the user chooses not to enter personally identifiable information such as usernames and passwords. Many websites utilize location services and automate the website experience, including content and ads based on your geolocation. See TorProject.org for anonymous web browsing, DuckDuckGo.com for private web searching and piriform.com/ccleaner for free software used to clear browsers of personally identifiable cookies. For those concerned with Internet privacy and anonymity in



Duck Duck Go



a live USB bootable operating system, see Tails at tails.boum.org.

Online Education

Another area that is receiving a lot of attention in Web circles is a newer form of online education called MOOCs, or Massive Open Online Courses. This is where universities make courses available to the general public for free and remove limits on numbers of students. Major players in this area include Coursera.org, Udacity.com, and edX.org. I have taken several courses from Coursera.org and recommend it highly.

The more popular MOOC courses have tens of thousands of students, and some even offer certificates of completion. Public, college, and special libraries are well positioned to promote select MOOC classes and host study groups. This would be a great community engagement and outreach project, and I would love to hear about your experiences taking or teaching MOOCs.

Jon Goodell is the Reference and Outreach Librarian at UAMS in Little Rock and is the ArLA Website Chairman. Contact him at (501)526-5641 or jgoodell@uams.edu.

MAKING THE MOST OF TECHNOLOGY

Facebook After Hours

by *Ben Bizzle*

*Crowley Ridge Regional Library/Craighead County
Jonesboro Public Library*

By now, most libraries have set up Facebook pages. Hopefully, the majority of those pages are being updated regularly and staff members are encouraging patrons to “like” the library.

However, there is far more to managing a successful Facebook page than simply getting people to like the page and then posting updates about events at the library. Like any form of outreach, a Facebook page has to be compelling in order to be successful.

PROFILE PICTURE

The first thing to consider about a library’s Facebook page is the profile picture. Profile pictures are important because they show up next to every post or interaction on Facebook. If a library has a logo, it’s probably best to use that as its profile picture, which will reinforce branding. The profile picture should fit into the square area without being cut off. It should also be easily recognizable as a small icon, so try to avoid an image with a lot of words. It is a good idea to avoid changing the profile picture, so that there will be a consistent image which people will automatically associate with the library.

COVER PHOTO

With the advent of Timelines, Facebook created the cover photo, and with that, another opportunity for the library to express itself. Changing this image frequently can help keep a library’s page fresh and is an ideal space to promote an upcoming event or new service. It can also be a chance to have some fun and entertain patrons. The cover photo is the first impression visitors will have when visiting the library’s page. Whether the goal is to project the image of a serious organization of learning or that of a fun and inviting public place that does not take itself too seriously, the cover photo is that thousand-word picture.

QUALITY CONTENT

While the aforementioned photos are important to any Facebook page, its effectiveness as an outreach tool is determined by the frequency and



quality of posts. Being a good Facebook poster can be challenging. The success of a library’s page depends on far more than postings about each upcoming story-time or book discussion. Simply including upcoming events or writing about the services the library provides will never work and reflect a misunderstanding of the medium and the audience. There is a lot of psychology involved in building a page that is interesting and engaging for patrons.

Facebook is not a platform people turn to in order to be informed, particularly in the evening when most people are online. Rather, it is a platform people turn to for exhibitionist or voyeuristic pursuits and entertainment. Facebook serves as an alternative to television; reading about the lives of “friends” is a closer, more personal alternative to reality TV. It is everyone’s own private “*Jersey Shore*.” People want to sit down at the computer, turn off their brains, and scroll through who is breaking up, who is getting together, who had what for dinner, and what George Takei has posted.

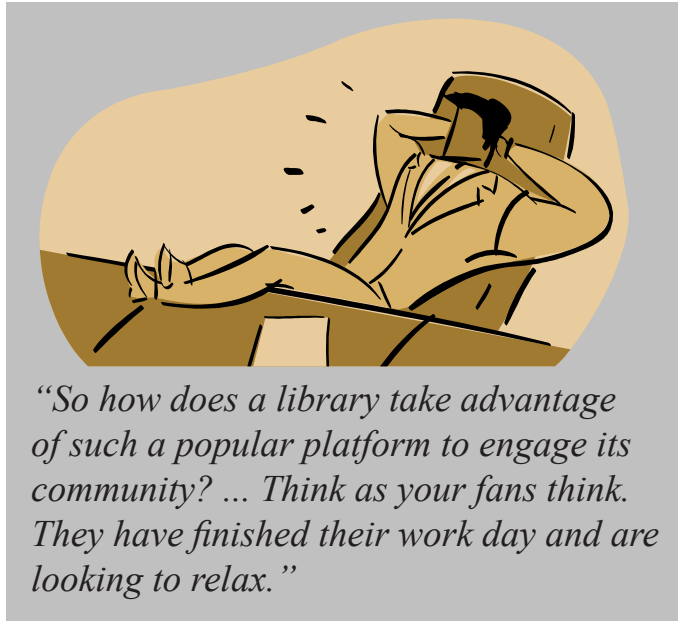
RELAX A BIT

So how does a library take advantage of such a popular platform to engage its community? The first thing to do is stop acting like a library, or at least stop leading with your chin, to borrow a boxing phrase. Think as your fans think. They have finished their work day and are looking to relax. The library can do that too. Consider evening posts as after-hours banter, where the library is not required to be its usual professional self. If someone has posted twice during work hours about happenings at the library and made sure people are aware of what is coming up, now it is time to relax and have fun. Do not be afraid to post things that are not library-related. Look for opportunities to make people laugh, to make them think, and,

most of all, *to make them want to share that post with their friends.* Captioned pictures, humorous quotes, or eCard style images are all great ways to garner likes, comments, and shares. Facebook is a “drive-by” medium and a library only got a second to catch someone’s attention.

WORK THE NUMBERS

Other than the “cool factor” of posting silly pictures and humorous quips instead of a steady stream of events and services, there is another important reason to provide this type of content: math. Facebook success is all about engagement. The reason for this is the algorithm used to determine what posts show up on users’ news feeds. The more interactions a post has, the more likely it is to show up. If a post does not receive many likes, comments, or shares, it is deemed uninteresting, will not show up on many people’s news feeds, and will die quickly. However, if a post catches people’s attention and is engaged by viewers, the algorithm will cause it to show up on more people’s news feeds, giving it more opportunity for engagement and a longer



lifespan. That, put simply, is outreach: engagement precipitating engagement. Many people in the library community are resistant to the idea of posting things that do not directly relate to the library or its services. That is understandable, but it is important to realize that it is not about the library – it is about the patron, the outreach, and

the awareness. If 300 people see a post about an upcoming event and two people “like” the post, that is not significant outreach to make a difference in the number of people using the library. However, if a silly picture is seen by 3000 people, liked by 250, shared by 100, commented on by 50, and results in 10 new people “liking” the page, then it has made an impact. That picture caused people to check out the library’s page, to see what other posts they might have missed, and in doing so, to find out about the upcoming story-time, or free music, or Zumba class, or anything else the library might have shared during “business hours.”

The goal is market penetration. In order to penetrate a market, libraries have to understand the medium, the expectations and desires of the audience, and how to take advantage of the medium to meet those expectations and desires. It is alright for people to think the library is cool because it posts silly stuff on Facebook. At least they think the library is cool and now there is a chance to sneak in all that other cool stuff libraries really want to be known for.

Times have changed. A library’s relationship with the community is not the same as it used to be. The library must change too. Be bold, take chances, start a revolution.



Ben Bizzle is the Director of Technology for Crowley Ridge Regional Library/Craighead County Jonesboro Public Library.

LIBRARY PROFILES

Garland County Library

by David Sesser, Henderson State University

The Garland County Library (GCL) is a vibrant institution serving a large and diverse community.

Located on Malvern Avenue in Hot Springs, the GCL serves as both a traditional library to its surrounding communities while at the same time creating new and innovative ways to bring more patrons through its doors.

Libraries in Hot Springs can be traced back to 1833 when a “circulation library” was planned by early settler Hiram Whittington, but it is unknown if it was ever active. The next references to a library in the area appeared in 1876 and 1883, when two institutions appear in the city directory. The current library evolved from the local chapter of the Women’s Christian National Library Association. Organized in 1891, the group began to raise funds and construct a three-story building in Hot Springs. The library had an inauspicious



Sesser

start, however, when the contractor excavating the building site used too much blasting powder and a stone from the site flew through the air, striking a tourist several blocks away. The library, the City of Hot Springs, and the contractor were sued, and eventually the library and contractor were forced to pay damages in the amount of \$7,600. The library association defaulted on the lots where the building was to be constructed and in a case that reached the state Supreme Court, was forced to sue to regain possession of the land in 1902. Meanwhile, the library finally opened in 1900 in the Secord’s Art Store on Central Avenue.

Over the next half-century, the library moved at least four times before a permanent structure was finally built in 1951 on a lot near the courthouse. While the building was being constructed, the Garland County Library Board and the Hot Springs Library Association continued to raise money to fully outfit the structure. This library joined the Emma Elease Webb Branch Library, which opened in 1949 and served the African-American community in Hot Springs.

The GCL continued to operate in the same location until 1995, when a new location was found on Malvern Avenue. The county bought the land to construct a new health department building and offered the excess land for free to the library board.



The Garland County Library

The new building was built with courtyards on each side, which could be enclosed to allow for easy expansion as the needs of the library grew.

Today, the GCL serves a population of more than 96,000 and had more than 420,000 visits last year. It also offers delivery service to areas in the northern and western parts of the county for patrons who cannot visit the Malvern Avenue location.

Innovative programs take place at the GCL every day. From teen gaming tournaments to physical activity classes including yoga and self defense, the staff tries to offer something for everyone. In the Children's Library, fishing poles and Halloween costumes are available for patrons to check out. For adults, a mystery reading group called Sleuthers has proven to be very popular.

The library continues to offer traditional services to its users, including access to more than 135,000 items, while at the same time making sure that new technology is also available. The

GCL offers free wi-fi throughout its facility and access to e-books and digital audio books. A local history/genealogy room contains resources that cover the entire history of the Hot Springs area, and community members are invited to bring in personal items of local interest that are placed on public display in locked cases. These displays are supplemented by traveling exhibits. The GCL also has a permanent book sale to continue to raise funds for the institution.

While the GCL has only one physical location, the staff works hard to meet the needs of all of their patrons. No matter what a resident of Garland County needs, the librarians and staff at the GCL are ready to help.

David Sesser is the Special Collections Curator/E-Resources Coordinator for Huie Library at Henderson State University.

ArLA Scholarships Winners

*by Daniel Page, Scholarships Committee Chair
Director, Texarkana Public Library*

The Arkansas Library Association's Scholarships Committee selected Mr. David Sesser as the Association's 2012 scholarship recipient.

Mr. Sesser is a Library Technician at Henderson State University and oversees electronic resources and special collections. He received \$1,500 to assist in his becoming an Arkansas librarian. Sesser is enrolled in the Library and Information Science graduate program at the University of Southern Mississippi.

The Committee also chose Ms. Fallon Zschiegner-Bleich as the Association's 2013 Emerging Leader. Ms. Zschiegner-Bleich works as the Senior Submissions Volunteer at INALJ.com, part-time Library Clerk at Bentonville Public Library, Library Guide at Crystal Bridges Museum of American Art, and Deputy Assessor of Real Estate at Benton County Assessor's Office.

She will receive \$1,000 for ALA Mid-Winter and \$1,000 for the ALA Annual Conference.

The Emerging Leaders program was developed by the American Library Association to enable newer library workers from across the country to participate in problem-solving work groups, network with peers, and serve the profession in a leadership capacity. Participation is limited to 50 librarians per year.



David Sesser (left) receives a \$1,500 scholarship from Daniel Page.

What's Up? Docs.

Safe Foods

by Karen Russ, UALR

Of late, the news seems to contain more and more instances of illnesses caused by contaminated foods. Some are grown domestically and others are imported.

How is a family sure they are buying and eating safe foods? Several government resources exist that will help answer this question.

Start with FoodSafety.gov (www.foodsafety.gov), the gateway to food safety information provided by multiple government agencies. It is overseen by the U.S. Department of Health and Human Services, including the Centers for Disease Control (CDC), the National Institutes of Health (NIH), and the Food and Drug Administration (FDA), with cooperative efforts from the White House and the U.S. Department of Agriculture.

While the homepage will address key topics of the moment, several focused pages offer information on recalls, general safety tips, food poisoning, and how to report concerns or inquire about problems.

The page *Recalls and Alerts* (tinyurl.com/7anws9t) offers the latest information on foods with possible problems. Recalls occur when there is concern that a food could cause a consumer to become ill. They can be issued by a manufacturer or distributor, or by the FDA or CDC. Products are removed from the market, and consumers are asked to dispose of those already purchased. In some cases, the item being recalled is contaminated with an organism that might make a person sick. Other times, it could just be poor labeling or inclusion of a potential allergen that would only impact some people.

The page offers a list of current recalls, providing the product name, producer, possible identification numbers, and why it is being recalled. In some cases, items are only being recalled in certain parts of the nation due to a



Russ

particular production facility. Instructions might also be included regarding what to do with the contaminated item, whether it means returning it to the store for a refund, or disposing of it in a particular manner.

If you or a family member have problems with a food allergy, it might be advantageous to sign up for the recall alerts to receive up-to-date information on potentially contaminated foods (tinyurl.com/cutg9s7).

The *Keep Food Safe* page (tinyurl.com/cuujpfx) provides four simple steps to protect your family's food: clean, separate, cook, and chill. Guidelines are provided for how to do each, including charts on temperatures for cooking and storing foods and beverages, keeping meats from contaminating produce, and handling leftovers.

Extra tips are offered for transporting food to family get-togethers, holiday events, and



even taking lunches to school or work each day. Suggestions are also offered for storing or disposing of food in emergencies as well. These tips include how

Government Information
@your library™

long an item can be kept after a power failure, and whether or not something that started to thaw can still be safely cooked.

Recommendations for types and amounts of food and water to be kept on hand for emergencies should be consulted as well. No part of the nation is safe from some sort of natural disaster that could leave households in need of clean drinking water and nutritious foods that do not require cold storage or heat for preparation.

Food Poisoning is a page that explains how one in six Americans will suffer from food poisoning each year (tinyurl.com/cndmxvu). Most will recover without lasting effects, but others might suffer serious organ damage or even death. Foodborne illness results from eating foods contaminated by viruses, parasites, and toxins, such as mold. The site describes the organisms that cause most forms of food

poisoning in the United States, including the sources, symptoms, duration of illness, means of treatment, and means of prevention for each one.

While most people recover from food poisoning, it is especially dangerous for individuals with certain conditions. High risk categories are discussed with links for recommendations for avoiding problems in the first place and how to treat problems if they arise. Podcasts and scripts address concerns for pregnant women, older adults, and individuals with chronic conditions.

Finally, the page *Ask the Experts* (tinyurl.com/7vhnpc7) offers 24-hour communication with food safety experts via e-mail, telephone, and chat. Links are also provided for the cooperative federal agency website that will address food safety. One link even provides an FDA site that offers veterinary assistance for potential food poisoning of pets.

In addition to the great detail provided in the previously described sections, the site also offers pages for news information, contact points for reporting suspected problems (including guidelines for immediate medical help for someone with food poisoning), and multimedia links for educating children and adults about potential problems and how to react.

The entire site is also offered in Spanish, and some links provide access to pages in other languages as well.

Keep your family safe. Explore the site and learn about food contamination, preparation, storage, and signs of illness and how to treat them.

Karen Russ is the Government Documents Librarian at Ottenheimer Library at the University of Arkansas in Little Rock.



Laura Castoro (center) speaks with fans at Jefferson County Library in Pine Bluff on Oct. 2. Castoro, who grew up in Pine Bluff, is an author and was the focus of this year's "If All Arkansans Read the Same Book" program sponsored by the Arkansas State Library. Castoro traveled to libraries around the state in October and met with people who had read her romance novels.

AROUND ARKANSAS

by Britt Anne Murphy, Associate Editor

Laura Speer, Associate Director at the Fayetteville Public Library, is retiring at the end of 2012. A native of Russellville, Laura returned to Arkansas five years ago from a public library in Virginia to work as an academic librarian at the University of Central Arkansas, and assumed a leadership role within the last two years at the Fayetteville Public Library.

She has been an active member in ArLA and served as the previous Managing Editor of *Arkansas Libraries*. We wish her the best in her retirement, but especially time well-spent with grandchildren.

ArLA's American Library Association Counselor, Hadi Dudley, informs us that in November the Arkansas Library Association joined 50 other ALA Chapters supporting a joint statement in opposition to the practices of publishers and distributors that have established unfair pricing in the sale of e-books to libraries. For the entire text of the statement consult: tinyurl.com/bn5bdgu.

Librarians interested in accessing collections of e-books for free should consult a list assembled by AMIGOS' Christine Petersen for the ArLA conference: tinyurl.com/d5j3xed.

The 2012 Arkansas Teen Book Award winners were announced this fall. The Level One (7th – 9th grades) winner is *Red Pyramid* by Rick Riordan with Honorable Mentions going to Ally Condie for *Matched* and Diane Lang for *Fat Boy Chronicles*. Cassandra Clare won the Level Two (10th – 12th grades) award for her novel *Clockwork Angel*. C. J. Omololu received Honorable Mention for *Dirty Little Secrets*, as did Lauren Oliver for *Before I Fall*. For book suggestions, past award winners, and past reading lists, visit the ATBA wiki at tinyurl.com/d28m72d.

Arkansas Advocates for Public Libraries (AAPL) and ARLA are currently working on sponsoring an Arkansas Libraries at the Capitol Rotunda on Wednesday, February 13th from 8:00 a.m. until noon. This will be an important opportunity for Arkansas librarians to meet and greet the new legislators and remind them of the importance libraries have in Arkansas communities. For more information check the ArLA and Arkansas State Library Facebook pages.

An important passing happened on December 6, 2012: former State Librarian, John A. "Pat" Murphey, Jr., passed away at the age of 81. Pat came

to Arkansas in 1981 and provided leadership not only at the Arkansas State Library but throughout the state. He retired in 2000. As his wife, Margo, said, "Pat loved his job and he loved his library family!" Condolences to the Murphey family and Pat's library family alike.

There are two items to celebrate from Henderson State University in Arkadelphia. David Sesser, Curator of Special Collections at the Huie Library at Henderson State University, recently participated in the "American Civil War Lecture Series" at Henderson. His presentation was entitled: "Clothing Confederate Arkansans." The premise of his talk was that Confederate Arkansans were fairly well-clothed during the War, and the idea of the soldiers wearing tattered clothes is actually a myth. Kathie Buckman recently received a Faculty Excellence Award at Henderson State University. The award for "Scholarly or Creative Activity," was given for her research on Minnie Belle Huie, Henderson's first librarian.

Arkansas Tech University has two new librarians, though they are not new to Arkansas libraries. Carol Hanan started August 1 as Electronic Resources Librarian, and Angela Black started October 16 as Technical Services Librarian. Carol, 2012 chair of the College & University Libraries Division, was previously at University of Central Arkansas, and before that she was at Arkansas Tech as Government Documents Assistant. Angela came to Tech from the University of Arkansas at Fayetteville.

Daniel Page, who recently left Southern Arkansas University in Magnolia to become Director of the Texarkana Public Library, has accomplished a feat most librarians dream about – publishing in *Library Journal*. His article discusses freedom of information in relation to Banned Books Week: tinyurl.com/c8o8wwf.

In other news of Arkansas librarians in leadership roles, Timothy G. Nutt was appointed Head of the Special Collections Department at the University of Arkansas Libraries at Fayetteville in September. Nutt had been serving as the Interim Head of Special Collections since February 2012. He brings years of experience as Assistant Head of Special Collections and Manuscripts and Rare Books Librarian as well as his good humor to the position. Nutt has published extensively on Arkansas history and also writes, directs and performs in historical reenactments for the Washington County Historical Society. He currently serves as the president of the Arkansas Historical Association. In 2005, Nutt was inducted into the Academy of Certified Archivists—one of only thirteen people in the state of Arkansas.

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