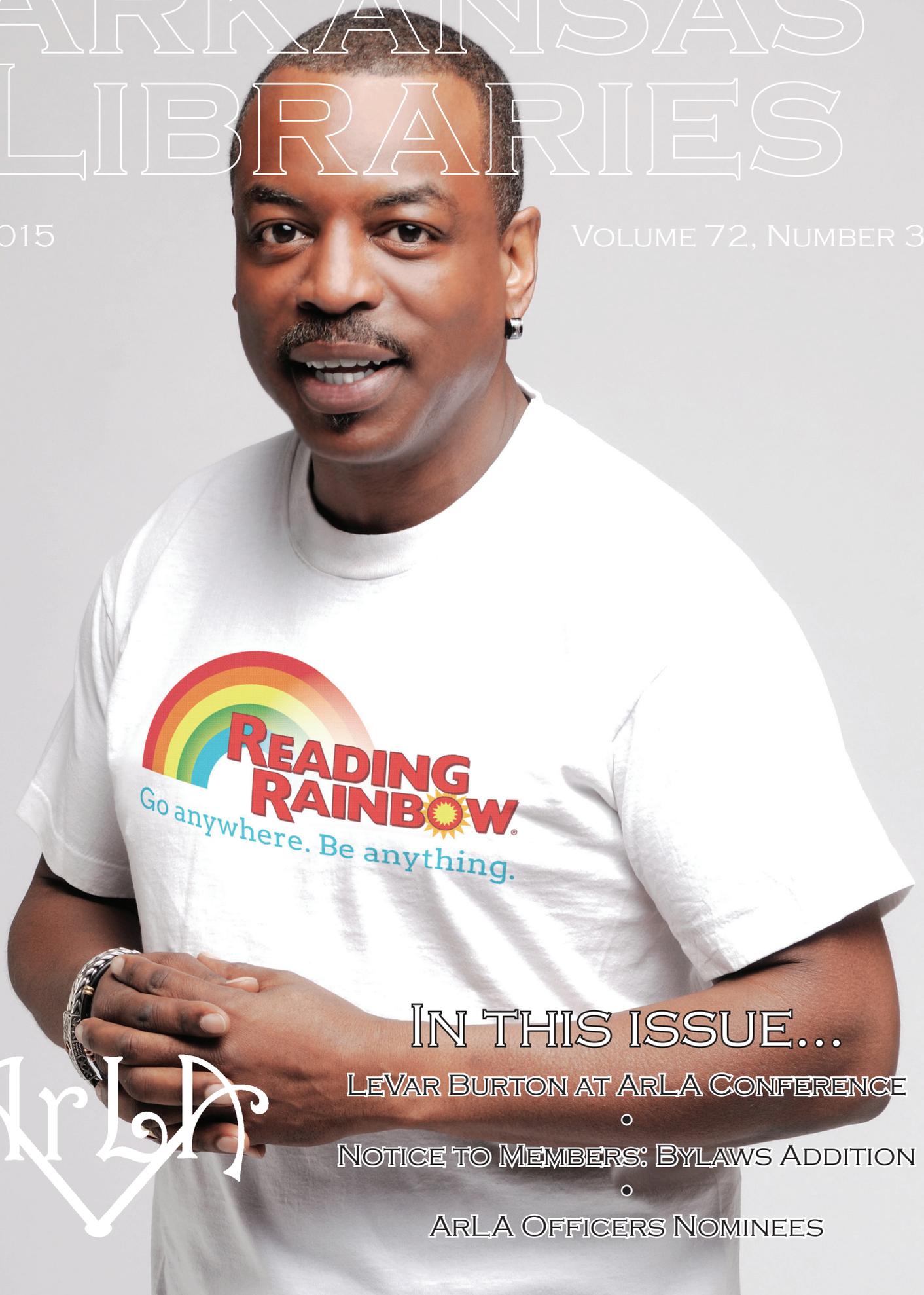


ARKANSAS LIBRARIES

FALL 2015

VOLUME 72, NUMBER 3



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ARLA OFFICERS NOMINEES

ArLa

Arkansas Library Association, 2015



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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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Cover photo: LeVar Burton will attend ArLA Conference Oct. 4-6. Photo submitted by Reading Rainbow.

Journal design: Ethan C. Nobles, NoblesLawFirm.com

FROM THE ARLA PRESIDENT: Moving Forward

by *Jud Copeland*

ArLA President

Dear ArLA Members:
We continue to move forward with several noteworthy events for our second quarter of 2015.

I participated in the ALPS Conference in Eureka Springs on May 11 – 13 and presented a session on Reserves & Copyright and the Emergence of “Transformative Copyright.”

It was a real privilege for me that ALPS scheduled “Lunch with Jud” during the last day of the Conference.

The ALA Conference in San Francisco on June 25-30 was awesome! I participated in the ALA Chapter Leaders Forum again and was asked to lead the afternoon session of the Forum. As you know, the ArLA Retreat/Board Meeting on Friday, June 10 identified specific challenges as we move forward into the next chapter in ArLA’s history. I had submitted the challenges we identified in the June 10 Retreat/Board Meeting to Don Wood (Program Director) for discussion during the Forum. We were the *only* ALA Chapter to submit an agenda with topics! Thus I was asked to lead the afternoon session of the Forum, and we discussed our challenges with the other 38 Chapter Leaders. We are continuing to gain national recognition with ALA on several levels! Through this effort, I am dedicated to further establishing an ALA connection that has state relevance for ArLA, for us. My goal is to continue to



Copeland



Street musicians in San Francisco. *Photo submitted by Jud Copeland.*

actively *market* and *brand* the ArLA signature on the state, regional, and national levels.

ArLA was well represented at the ALA San Francisco Conference. We had an opportunity for a “team” celebration dinner together. We were able to share ideas, have a great dinner, and just have a good time together. This is becoming a Saturday night tradition for ArLA members attending ALA Conferences, thanks to Hadi!

We also met briefly with Courtney Young, ALA President, during Council I on Sunday. She is excited about coming to our ArLA Conference in October.

I am pleased the three positions on the ArLA Executive Committee and Board were approved by the Board during the 2015 spring quarter. As noted, the new officers are: Cathy Toney –Secretary/Treasurer; Dana Thornton – Chair, Constitution Committee; and Jay Strickland – Chair, Two Year Colleges Round Table.

I am continuing to support first year ArLA memberships for my students in the UCA Graduate Library Media Program. This really promotes their involvement in ArLA and their professional development. I am continuing to meet with potential sponsors/donors who will support our ArLA Conference in October. I am striving to keep our budget in the **black**.

My phone discussion on Friday, July 10 with Sari Feldman, ALA President-Elect 2016, was very informative and interesting. Sari is committed to working with us in 2016. As she noted, “ArLA’s Division mission statements will enable us to connect effectively with ALA Divisions. They provide an active open door for communication on issues relevant to ALA and to each state chapter.” Sari further stated that she is working with Michael Dowling, ALA Chapter Relations Office, on an approach to highlight both the similarities and the uniqueness of each state chapter. This connection includes working closely with our State Library. As she noted, ALA is only as strong as its state chapters. She is very aware of our Association



Jud Copeland, Courtney Young, and Hadi Dudley. *Photo submitted by Jud Copeland.*

through the Chapter Leaders Forum, the Council I, II, and III Sessions (thanks to our ALA Councilor, Hadi Dudley), and to participation on numerous ALA Committees (too many to name here) by Devona Pendergrass, our ArLA 2014 President.

The Arkansas Library Association Conference is set for October 4-6, 2015 in the State House Convention Center in Little Rock with the theme of “Rope It, Brand It, Own It!” We welcome our keynote speaker, LeVar Burton, from “Reading Rainbow,” “Roots,” and “Star Trek: The Next Generation.” He will be joined by Courtney Young, American Library Association President, and Jim Whitt who will show the Arkansas Library Association how to “Ride for the Brand!” Pre-conference sessions on October 3 will include *New*

York Times bestselling author P.C. Cast.

As a concluding note, ArLA, that is, You and I, are becoming more actively engaged on several levels and our Association is changing... re-imagining, re-inventing itself. This is exciting. We are a real team, and I feel we believe in our Association and *our collective power* to move us into the future. Thank you!

Jud Copeland, the President of the Arkansas Library Association, is Associate Professor for the Department of Leadership Studies, University of Central Arkansas.

FROM THE EDITOR: The World Likes a Good Rant

by *Britt Anne Murphy*

Library Director, Hendrix College

The *Unshelved* cartoon on page 5 in this issue of *Arkansas Libraries* describes a bit of what goes on in our daily lives...we get rants from every direction – as people who live in the world of social media, as parents and children, as victims of current day politics, and as librarians.



Murphy

I get a healthy earful almost every day from the different constituencies of my particular academic library of faculty, staff, and students. While the whole world likes a good rant, I am reminded that libraries have been a particular safe haven for those wanting their say. We house rants in the quieter medium of print (books and periodicals are full of them) as well as the noisier forums (lectures, poetry slams, films, book clubs, and so on). And we also encourage a fair and diverse representation of rants in the people who walk through our doors. Our institutions are pretty much the embodiment of those First Amendment rights, and one has only to look at the hoopla around Banned Books Week (September 27-October 3) to see the pride librarians take in preserving access to information for all and promoting the freedom to read.

The Arkansas Library Association has invited

someone to its fall conference who has been on the front lines of making reading accessible to our most precious and vulnerable population – children. LeVar Burton may bring to mind images of TV series gone by, but in my mind it was his involvement in the television show “Reading Rainbow” on PBS that garnered my enthusiasm as a child and now my respect as an adult and parent. “Reading Rainbow” died in 2009 but has been resurrected in an online digital format. Burton’s genius for storytelling found its place in the 21st century with his digital educational publishing company, RRRKidz, which recently published his own children’s book. Burton now endeavors to inspire a love of reading in every child in every classroom, and has raised impressive amounts of money to do so.

While LeVar Burton is perhaps an exceptional example of literacy philanthropy, we all do our bit to promote access to resources every day, especially to those populations in greatest need. The proposed addition to our bylaws (found in this issue) hopes to make membership in ArLA more of a possibility for students by relieving some of the financial burden of membership fees. Also in this issue you can read about school librarians in Stuttgart who brought books to children during the summer by way of a grant-funded bookmobile service. Whatever population you serve, we hope you come to the ArLA conference October 4-6 in Little Rock, to be inspired by celebrities and colleagues alike, and maybe not to bristle as much at the next rant you hear.

Britt Anne Murphy, the Managing Editor of Arkansas Libraries, is the Director of the Olin C. Bailey Library at Hendrix College.

Nominees for 2015 ArLA Officer Elections

Vice-President/President Elect Nominees

David Eckert
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Craighead County/Jonesboro Public Library
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Phone: 870.935.5133

David Eckert, currently the library director of the Craighead County Jonesboro Public Library, has been working in the field of librarianship for twenty years in various capacities and settings. After receiving a music performance degree from Southern Methodist University, he completed the Library Science master's program at Kent State University. He worked for three years as a music reference librarian at Samford University in Birmingham before moving abroad to serve as a school librarian for a pre-k through 12th grade bilingual school in the Dominican Republic. Upon his return to the United States, David started as a teen librarian in the Camden County Library System in New Jersey and eventually rose to the position of Head of Youth Services at the main branch in Voorhees, NJ. In late 2007, David came to Jonesboro to take over the position of Assistant Library Director, a position he held until becoming the director in July of 2013.

David is very active in the Jonesboro community and participates in several civic groups, including the University Rotary, the Workforce Committee through the Chamber of Commerce, the Hispanic Center, the ASU Museum, and the NEA Society for Human Resource Management. He is also active with several statewide professional groups and has served as secretary and on the nominating committee for ArLA's Public Library Division, and as copy editor and contributor to the Arkansas Association of Instructional Media Journal. David was a driving force behind creating the Arkansas Teen Book Award and has presented several times on this topic at both ArLA and AAIM conferences as well as at the local Educational Cooperative. In addition to being a passionate advocate for his community and the library profession, David is a happy husband to his wife of twenty-five years, Claudia, and the proud father of their two sons, Michael and Andrew.



Michael Sawyer
Library Director
Pine Bluff Public Library
200 E. 8th Avenue
Pine Bluff, AR 71601
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Michael Sawyer is the Director of the Pine Bluff/Jefferson County Library (PBJC) where he recently upgraded the ILS from a text-based to a web-based system. This was the fifth library where Sawyer has implemented a new ILS. Currently, Sawyer has implemented an epic digitalization project to enhance the local history and genealogy collection. Sawyer earned his BA at Columbia College and his MLS at the University of Pittsburgh. He began his library career working at a maximum security and medium security prison before becoming the library director in the public library arena. Sawyer has worked in Ohio, Iowa, North Carolina, Colorado, California, and Louisiana before coming to PBJC Library. Sawyer is active in the community by being involved in civic clubs and ArLA and has won four national ALA awards in four different libraries. Sawyer has served on many committees at state library association and is currently a member of the ArLA Intellectual Freedom Committee as well as a reviewer for *Library Journal*. In the April 15, 2015 issue of *Library Journal*, the library was highlighted by TLC on page 45. With his credentials, Sawyer would appreciate your vote for Vice-President/President-elect. "I would be honored to lead ArLA to the next level. We need to make ourselves known by marketing our organization regarding who we are and what we can do for our community and the library."

ALA Councilor

Lacy Wolfe
Circulation/Reference Librarian
Ouachita Baptist University
Riley-Hickingbotham Library
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Lacy has worked for three years at the Ouachita Baptist University Riley-Hickingbotham Library as



a Circulation/Reference Librarian. Along with reference and circulation duties, Lacy also teaches library instruction and OBU Connections, the university's first year experience course. Recently, she took on the role of coordinator

for the school's institutional repository, Scholarly Commons @ Ouachita. Working collaboratively with Henderson State University, Lacy has developed programs for the National Endowment for the Humanities Bridging Cultures Bookshelf and Created Equal: America's Civil Rights Struggle grants. The collaboration has also extended to include the Clark County Public Library in the development of an extended Summer Reading

Program.

Lacy is actively involved in the Arkansas Library Association serving as chair of the College and University Libraries Division. At the national level, Lacy is a member of the American Library Association, Association of College and Research Libraries, Library Leadership and Management Association, ACRL Chapters Council, and the Library Instruction Round Table. At the recent ALA conference in San Francisco, Lacy served on the Library Instruction Round Table's Conference Planning Committee and facilitated the "Help Yourself! Library Instruction that Supports Self-Directed Learning" conference session. In 2014, Lacy served as the ALA Emerging Leader for Arkansas and helped her team develop a marketing plan for the ALA Learning Round Table. Lacy regularly reviews books for *Library Journal*.

Bylaws Addition for Membership Consideration

On April 11, 2015, during the 2015 Executive Board retreat for the Arkansas Library Association (ArLA), the group approved an addition to our bylaws concerning student membership.

The executive board formally supported an agreement with the American Library Association (ALA) to participate in the "joint student membership" program. This initiative offers students the opportunity to join both state and national professional associations for one low rate. For more information about the partnership with ALA, visit [http://www.ala.org/groups/joint-membership-](http://www.ala.org/groups/joint-membership-program)

[program](#).

The proposed addition to our association's bylaws (*italicized below*) was approved by the ArLA Executive Board on June 5, 2015. It is respectfully submitted to the ArLA membership for approval.

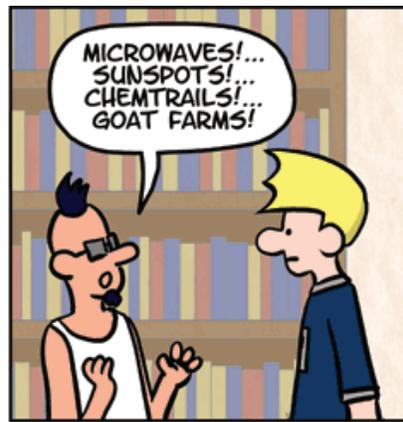
Membership (Article I) / Dues (Section 2)

C: An additional joint membership option is available for students, in partnership with the American Library Association (ALA). The membership dues are determined by ALA, and the fee is split evenly between the national association and our chapter.

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2015 Arkansas Association of School Librarians Conference

by Sloan Powell

Library Media Specialist

Simon Middle School, Conway

Over 130 school librarians gathered in Little Rock July 27 and 28 for the Arkansas Association of School Librarians (ArASL) conference. They met to learn about MakerSpaces and Coding in the library, must-reads for the upcoming school year, new Arkansas history non-fiction, as well as best practices from school libraries across the state.

Leslie Preddy, American Association of School Librarians' President, opened the conference with a keynote about how ArASL can help each member develop, learn, and advocate for school libraries. She also led two sessions, one about MakerSpaces in the library, and the other about how to build a reading community in your school.

Award-winning author Steve Sheinkin (*Bomb, Port Chicago 50, The Notorious Benedict Arnold, Lincoln's Grave Robbers*) led a session on how to write a non-fiction page turner as well as sharing his writing process at the Monday evening keynote. The keynote Monday evening was held at the beautiful Heifer Village facilities, where a locally sourced summer salad supper was served. Attendees also learned about Heifer's Read to Feed program as well



Conference attendee play the piano on the computer with celery and a banana in Kelly Klober's Makerspaces in the elementary library session. Photo submitted by Sloan Powell.

as its resources supporting education.

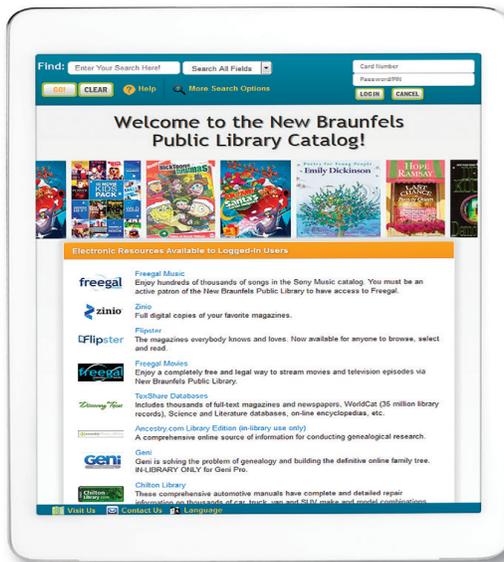
Cassandra Barnett, Program Advisor for School Libraries at the Arkansas Department of Education, closed the conference by inspiring school librarians across the state to continue making a difference in the lives of the children we serve.



End of an era: Dr. Kay Bland makes her final Arkansas professional presentation prior to retirement. Photo submitted by Sloan Powell.



Learning about the "7 Ms" cows provide at Heifer Village. Photo submitted by Sloan Powell.

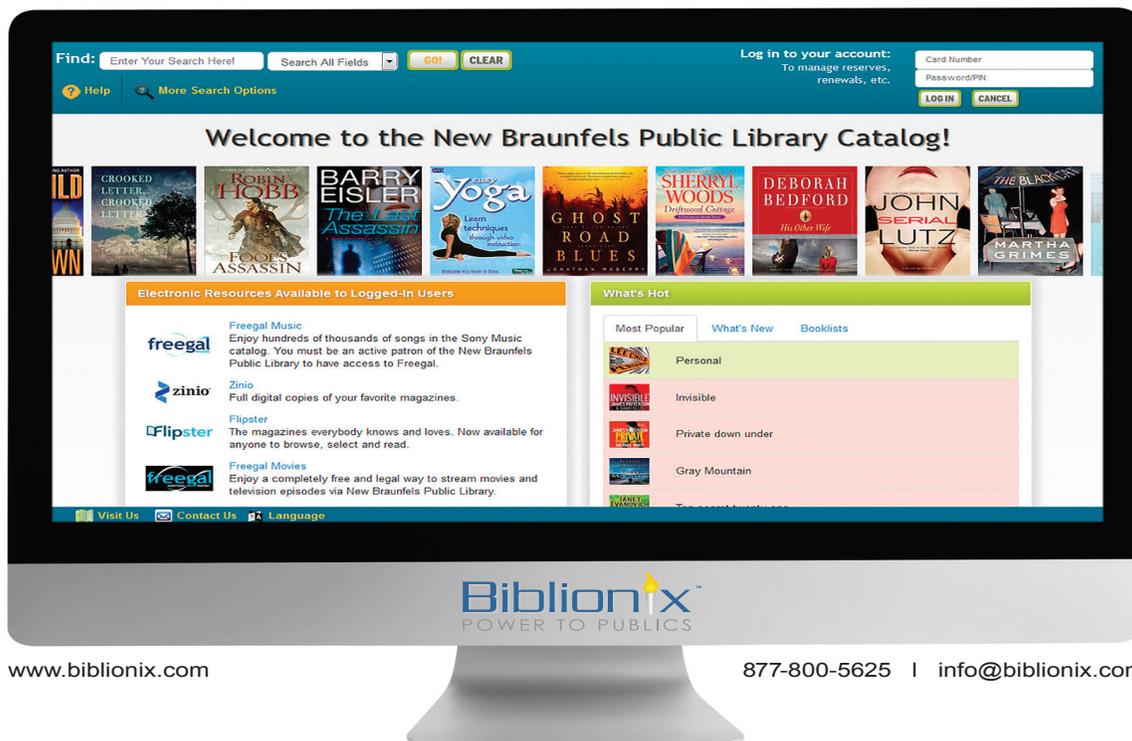


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WEBMASTER'S CORNER

Website Data-Driven Decisions with Google Analytics

by Daniel Fitzroy, Henderson State University

In this day and age of flat budgets and in some cases increased demand on services, it is imperative that libraries make sound decisions based on meaningful data, and this requirement holds true for decisions related to our websites and OPACs.

As we are all aware, digital media and resources are continually becoming the preferred medium for our patrons, which makes libraries' websites and OPACs increasingly important service points since they are the main access points to these digital resources. Just like with any other service point, we need meaningful data about how it is being used in order to make informed decisions on improving and enhancing the service point. But how does one gather meaningful data on how the website and OPAC are being used by patrons? While there are a number of web analytics tools out there, one of the most popular (and very nicely free) ones remains Google Analytics. Google Analytics is relatively easy to set

up and contains a large number of useful features that can be harnessed to help gather useful data for enhancing the website and OPAC services for our patrons.

Getting Started

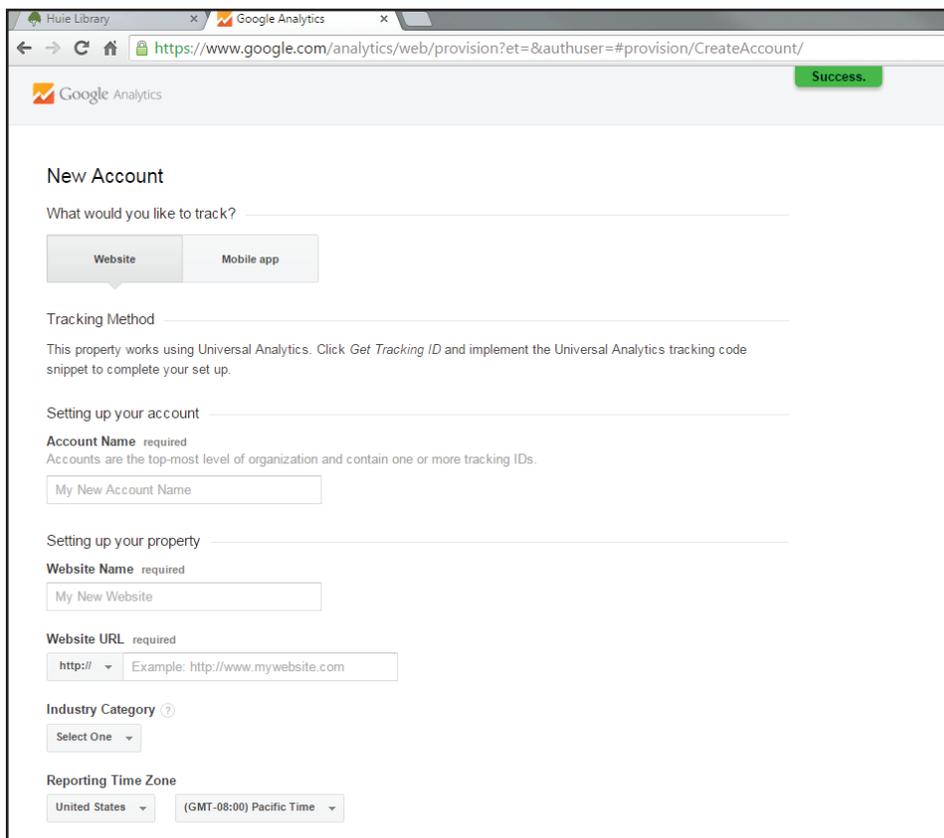
To get started using Google Analytics, you will need to take about 1 minute to create an account. If your library already has a Google account, it can be helpful to also use that account when using Google Analytics. Sign into your library's Google account, go to <http://www.google.com/analytics/>, and you will be prompted to sign up for Google Analytics. Signing up involves filling in three required fields:

Simply provide an account name (Your Library) and then the information about the "property," which is the website name (Your Library's Website) and URL (<http://www.yourlibrary.com>). Once you are ready, click the "Get Tracking ID." At this point your account and first property have been created, and you are taken to a page that shows you the tracking code that you will need to start recording data.

It is important to remember that each account can keep track of up to 50 properties. If your library's website and OPAC are on two different servers and have two different URLs, you will probably want to create a second property for the OPAC. To do this, click the "Admin" in your Google Analytics account

and under the Property drop down menu, choose "Create new property." Simply fill in the required information for the OPAC, and you will now have two individual properties with specific tracking codes for both the website and OPAC.

TIP: In order to keep individual patron actions private in the OPAC when they sign into their accounts, you can apply filters that strip out the identifying information. In ILL systems when a patron is logged into their account, the URL will include the patron record number, looking similar to this: "<https://jii.hsu.edu/patroninfo~S4/1028991/top/>." To rectify this



and maintain patron privacy while still collecting data, we can add a filter within Google Analytics. I use the filter called “Patron Top” (see illustration below) to filter out identifying patron information.

This filter takes the URL above, strips out the identifying information, and records the URL in Google Analytics as “<https://iii.hsu.edu/patroninfo/top/>,” thereby protecting patron privacy.

Embedding the Tracking Codes

The key to gathering data with Google Analytics is embedding the tracking code for your website on each of your webpages. The tracking code will need to be placed in the html code for each page just before the closing header tag (</head>). This might seem like a lot of work but most libraries probably use some web content management system (CMS) with templates. Simply have the webmaster add the tracking code just before the closing header tag in the (CMS) and all the pages should then include the required code. This process might be a little more difficult for the OPAC pages, but embedding this tracking code usually involves updating a few files

in the ILS. To get the code for your website and for your OPAC, click on the “Admin” tab in your account. Under the Property section, choose the property you want to track (website or OPAC), click “Tracking Info” and then “Tracking Code.” You should see a box with code in a <script> tag, similar to the image on page 10.

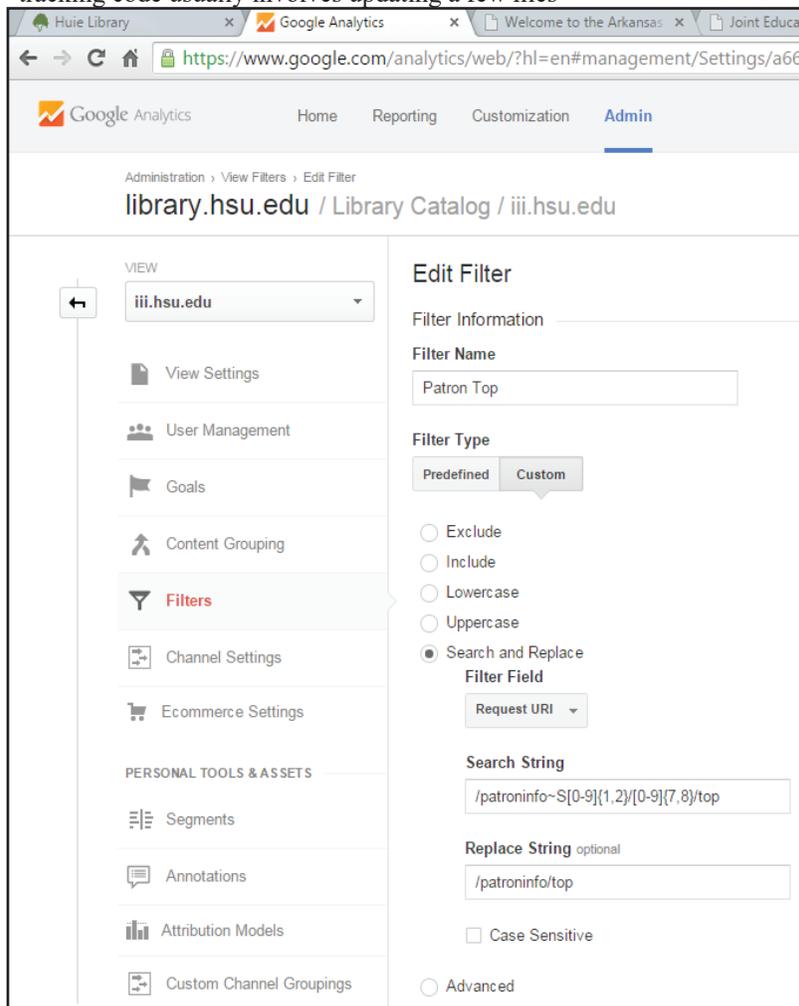
Simply copy the text and paste it in all your webpages just before the </head> tag, and you are now gathering data on how your patrons are using your website and OPAC.

To test that data is being collected, you can use the Real-Time feature in Google Analytics. While in your account, click the “Reporting” tab. There is a drop down menu in the top right corner to choose the property that you want to look at (website or OPAC). Along the left side of the screen, click on “Real-Time” and then “Overview.” This should be displaying current users on your website. Open a new tab or window, go to your website, and click on a couple of pages. If you can see that information being captured in your Google Analytics account, you are successfully gathering data.

Google Analytics Data

Once you have ensured Google Analytics is collecting data, you will want to let it collect data for some time before really analyzing it. After a few months or more of data collection you can probably start to discover trends in patron use of your website and OPAC. During this time, it may be useful to start determining and setting benchmarks for your site, including how many page views the library website gets in a particular time and how many visitors you get during an average week. While this basic information can be useful, Google Analytics has many features that provide even more meaningful data.

Google Analytics records a tremendous amount of information about the visitors to your website, including what browser they are using, what operating system, and what kind of device. This information can be very useful when considering future layout enhancements to your library’s website. If more and more patrons are visiting the site on their phones, you can focus your energy on improving the effectiveness of the website for



mobile users.

Many libraries have been expanding their use of social media to interact with their patrons to help drive more use of resources and services. Google Analytics has a section that specifically focuses on the traffic from various social media sources, which allows you to track the effectiveness of those campaigns. To view this information, go to the “Reporting” tab and on the left side click “Acquisition,” “Social,” and then “Overview.” This data and information can easily be used to fine tune social media posts to drive even more traffic to the library website.

If your library uses a Google search box for the internal site search, you can view all the internal searches that have taken place on your website. This information can provide useful insights into what your patrons are thinking and looking for while on your website. You might discover that a large number of patrons are searching for an e-book tutorial, but your site does not have one. To provide better service to your patrons, you could use that information to push for the creation of an e-book tutorial and

thereby improve your website in the process.

By looking at the URLs that are recorded for your OPAC, you can learn a lot about how your patrons are searching in your catalog. In most cases the search type and text are included in the results page URL, so you can tell exactly how your patrons are searching. This information can help you design instruction sessions aimed at the actual known behavior of your patrons, improving your services and their abilities at the same time.

These examples highlight a small percentage of the types of data and information that you can get out of a free Google Analytics account. After a relatively simple setup process, you can start gathering data on how your website and OPAC are being used, and this meaningful data can be used to make informed decisions that enhance both the library website and the library’s services to patrons.

Daniel Fitzroy, Assistant Librarian at Huie Library at Henderson State University, is the ArLA Webmaster.

The screenshot shows the Google Analytics interface for the 'Library Catalog' property. The tracking ID is UA-6604320-3. The 'Website tracking' section contains the following code:

```
<script>
(function(i,s,o,g,r,a,m){([GoogleAnalyticsObject]=r;[r]=[];function(x){
  ([i].q=[i].q||[]).push(arguments);if(!i._l=1*'new Date').a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create','UA-6604320-3','auto');
ga('send','pageview');
</script>
```

Below the code, there are sections for 'PHP Implementation' and 'Dynamic Content Implementation', both marked as 'OPTIONAL'. The PHP implementation instructions are: 'Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag: <?php include_once("analyticstracking.php") ?>'. The dynamic content implementation instruction is: 'Use a common include or template to paste the code above instead of manually adding it to every page.'

Embedding the tracking code.

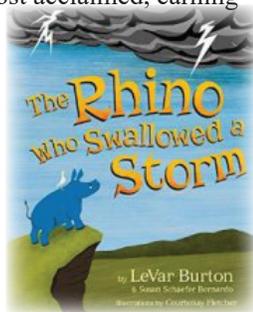
Meet LeVar Burton

by *Devona Pendergrass*
Chair, Conference Committee

LeVar Burton will be the keynote speaker at this fall's Arkansas Library Association Annual Conference. Probably many librarians know LeVar through his involvement with the PBS program, "Reading Rainbow," and while he has made quite a name for himself in his acting career, we are proud to have his debut in Arkansas be at a venue that supports his campaign to improve literacy and cultivate a love of reading and learning.

LeVar Burton launched his acting career while still a student at the University of Southern California. Cast in the groundbreaking role of Kunta Kinte in the landmark television series "Roots," at 19 he found himself on the cover of Time Magazine. A seemingly impossible act to follow, Burton managed to do so in dramatic fashion, achieving further global acclaim as Chief Engineer Geordi La Forge in the iconic "Star Trek: The Next Generation" television series and feature films. But it has been his role as host and executive producer of the beloved PBS children's series "Reading Rainbow" that he is most proud of. Airing from 1983 to 2009, it was not only one of the longest-running children's television shows in history, but also one of the most acclaimed, earning over 200 awards including multiple Emmys and a Peabody.

Always committed to improving children's education through innovative uses of storytelling, in 2012 Burton launched RRRKidz, a digital educational publishing company, co-founded with business partner Mark Wolfe. Together they hold the global rights to the Reading Rainbow brand through a partnership with series creator, WNED/Buffalo. Reading Rainbow was reimagined to combine today's forms of media and technology with the goal of inspiring a new generation of children to love reading. The all-new Reading Rainbow is a digital reading service filled with over 500 children's fiction and non-fiction books, newly produced video field trips and new content added every week. With over 16 million



books and videos enjoyed since launch, Reading Rainbow is the number one educational app on iTunes and recipient of numerous awards.

Most recently, Burton turned to Kickstarter to bring Reading Rainbow to "Every Child, Everywhere"

- especially to classrooms in need. The campaign met its 35-day goal of raising \$1 million in less than 11 hours, and became the most popular Kickstarter campaign ever with over 105,000 backers and a final tally of over \$6.4 million. As a result, in 2015 RRRKidz will introduce Reading Rainbow EDU, complete with engaging supplemental learning content for teachers and students.

In October, 2014, Reading Rainbow published Burton's first children's book, *The Rhino Who Swallowed a Storm*, a powerful and uplifting story to help children cope with the difficulties of everyday life. The honored recipient of 12 Emmy Awards, a Grammy and five NAACP Awards, Burton has demonstrated in his career that he can do it all -- acting, directing, producing, writing, and speaking. He is often invited as a keynote speaker at leading education and technology events, most recently speaking at NASA, ISTE, The National Headstart Association and many more.

In 2014, with educational groups, business organizations and media clamoring to recognize him for the record-setting Reading Rainbow Kickstarter campaign, Burton was named Geek of the Year in the annual Geekie Awards, was listed as one of Ebony Magazine's Power 100, and earned the World Tech Award for Education, awarded by the World Technology Network.

He now enters his fourth decade in the industry, with millions of fans throughout the world, and continues his mission to inspire, entertain, and educate. I know you will want to join the Arkansas library community to welcome LeVar to Arkansas and hear his perspective on literacy, advocacy, and libraries.



*Devona Pendergrass is Librarian for
Mountain Home High School Career
Academies.*

Saving Money on Databases and Subscriptions

by *Linda Creibaum*

Acquisitions and Serials Librarian

and Jeff Bailey

Library Director

Arkansas State University, Jonesboro

Do you need both to extend your online resource availability and save your library funds? Here are some ideas that might help.

Checking for consortia discounts is a great place to start. Dues for some consortia are inexpensive enough that the savings in online resource costs will more than pay for your membership. It is a good practice to periodically review your consortia's partners; sometimes a new consortia partner will allow previous customers to get in on a discount. A number of regional consortia will accept new members from outside their region, so do not automatically rule out a regional consortium based in another part of the country. Some definitively state their membership criteria on their websites but you will have to check with others to find out if you would be allowed to join. It never hurts to ask.

Wikipedia's page on library consortia (https://en.wikipedia.org/wiki/Category:Library_consortia) contains links and information for approximately 50 consortia, with the vast majority of those in the United States. When you decide to acquire a new product, ask which consortia the vendor works with, then approach that group if you are not already a member.

Develop a comfortable working relationship with your vendor representatives. Your vendor account manager's job is to make sales and keep you as a happy customer. A vendor rep explained to us that one of the benefits of open communication is that vendors are able to look for and introduce the most appropriate resources or products to meet the specific library's needs.

Vendors can sometimes run title comparisons between resources or do overlap analyses to let you know how much of the content for one database is in other resources you may already have. With enough overlap, you might be able to drop a database or get a deep discount on something new.

It is good business to ask for a trial; many vendors will offer trials of up to 90 days. A trial is a great way to learn if the database is awkward to use or if the content is less appropriate for your patrons than you initially thought. Finding this out before you commit to a subscription can save funds and help you look good in the eyes of both your constituents and your

supervisors. If you do decide to subscribe, you have essentially had a "one year" subscription that lasted up to 15 months.

If your turn-on date (whether with or without a trial) is scheduled to be any day other than the first of the month, ask your vendor to make the official start date the first of the following month, suggesting it will make it easier for everyone to renew. Most people like things to be neat and easy and a renewal date at the beginning of a month generally falls in to that category. We have very seldom been turned down on this request. While this really does make renewal processes neater and provides certain invoice benefits mentioned below, it has the extra benefit of giving you an extra few days at no charge.

Some vendors offer free databases that may include some full-text; just ask and they will give your library access to them. A vendor may also provide access on their platform to a free government database such as AGRICOLA, ERIC, or MEDLINE as a free service, aiming for customer loyalty and goodwill. Having these or other free databases on a popular platform can make searching easier and more productive for your patrons. Additionally, having government databases on the platform with other resources will allow direct linking from those government databases to your other content on that platform. The two types of resources sharing the same platform enhance the value of both.

Negotiate! Do not hesitate to make an offer that is below the rate/price presented by the vendor. Do not be passive or shy when working with a vendor whose goal is to make a sale. The worst that can happen is that you do not get what you ask for, but in our experience most vendors will give customers at least a little more than their initial proposal indicates. The less you pay now, the less you will pay for the length of your subscriptions since increases are typically a percentage of the "current" price and a lower base price will result in proportionally lower dollar amounts for future renewal increases.

Remember that the purchase price AND annual hosting fees for owned online content can both be negotiated.

When negotiating subscription prices it can be helpful to keep in mind that vendors will sometimes offer a reduced base price concession for a multi-year commitment. Some libraries are not permitted to sign an agreement with a multi-year commitment, but vendors might allow the multi-year discount with a librarian's assurance that he/she does not anticipate lapsing a subscription during the agreed-upon time

period. Unless you are positive that you will want to keep a new subscription for several years it may be better to wait for a renewal to do this to be sure the database is well-used at your library. It would be a shame to have committed even informally to keeping a database for some years then find that it was rarely used.

A vendor may also be willing to lock in a ceiling on renewal rates. This may be more likely to happen if you ask during your initial negotiations for a new product, but we have also been able to negotiate a lower renewal rate as a condition of continuing a subscription. Negotiating a limit on the renewal rate would be limiting the percentage increase of annual renewal to no more than X percent for X number of years. Again, you would want to be certain you will want to continue a database before you ask for this kind of vendor support. When special arrangements such as this are negotiated it is good practice to keep this documentation in your electronic resource management system if you have one, or in a shared file so that the library retains the documentation of the agreement even after the negotiating librarian has left that position.

It is good to keep in mind that you can ask for a volume discount if you already have subscriptions with a vendor and are adding something new. Once again, the worst outcome of a request for a discount is that the vendor says no. A vendor may also be amenable to providing something extra with even one new expensive subscription. This “bonus” might be quite inexpensive or at no charge to you, and may be backfiles, a smaller database or module, a collection of ebooks, or something else which will not involve much cost to the provider. This might be provided for a limited time or as long as you continue a subscription.

Pay special attention to your vendors’ annual financial cycles. If you are interested in one of Vendor X’s products and know their fiscal year is January through December, waiting till November to begin serious negotiations might garner you a better price than signing on in July when the sales force may be under less pressure to reach a sales quota.

Some products are offered by more than one vendor, allowing libraries to save funds by asking for pricing from each potential vendor and choosing the best deal. In a less common form of competition, a vendor may employ more than one account manager for the same product. We have asked for quotes from two reps within the same company and made the deal with the one who gave us the better offer. To be clear, this was a rare occurrence. These were two different account managers each of whom regularly called on

us on behalf of the same large company. Each was essentially an “outside sales person” with different supervisors. We do not recommend playing inside account managers off of their outside counterparts, or a current rep off a former one or one from another territory.

Does it seem like the library’s staff is spending precious time working on invoices practically every day? A way to save time (and time is money!) is to ask vendors to combine invoices and/or prorate subscriptions so several, or possibly even all, of the subscriptions renew at the same time, gaining the efficiency of processing one invoice for several subscriptions rather than separate invoices for each resource. Asking for delayed, early, or prorated invoicing to better accommodate your fiscal year activities can further your efficiency and indirectly provide a savings.

Please note that buying a full database is not always your best option: Sometimes you can get almost everything you need by buying individual titles or a package of a few really relevant titles. Some libraries are dropping the “Big Deal” packages in favor of subscribing to a group of single journals that are well-used, and a custom package of titles can be a cost-effective way to do this. Vendors may also be able to create a custom package of journal and/or ebook titles for libraries that have limited funds or a very specific content need. It never hurts to ask if a vendor can create a small custom package that meets your needs and fits within your budget.

Even after you have a subscription there may be a number of opportunities to save funds when renewing. A question to ask while you are negotiating custom subscription packages is whether or not you can get a price break on renewal by agreeing to maintain the same “spend.” Under this type of agreement libraries are allowed to change their subscribed titles from year to year but the dollar amount of the added subscriptions would need to either increase or stay about the same as the dollar amount of those which were dropped.

It can be helpful for academic libraries to keep notes as to which subscriptions are based on full time equivalent enrollment, or FTE, as there may be a financial up-side to a down-turn in enrollment. If your FTE goes down, hurry to tell these vendors and request updated (lower) pricing for your next renewal.

Similarly, you may be able to save by contracting for fewer “seats” on a database that charges by the number of simultaneous users. Check usage statistics and the number of turn-aways before you renew.

Another good practice is to compare renewal prices with those you paid last year. Keep in mind

that renewal rates can be negotiated. If the majority of your annual invoices have been X per cent, question a vendor who asks for more than that, especially if it is dramatically more. Point out that their renewal rate is higher than others you are receiving. If enrollment is down or budgets have been cut let your vendor know, even if your pricing is not based on FTE or population served. If there has been a downturn in general or in your state's economy remind the provider. Show the vendors that paying a large increase is harder or less appropriate than it might have been in another year. Many vendors are willing to help your library get through a tough year without cutting your subscriptions with that company. Be charming! Ask, "Can you help us out?" If your library has an electronic resource management system, you may be able to configure it to notify you if price increases are above a predetermined percentage.

Examine your invoices carefully, not just for over-the-top increases but also for errors. Vendors are not perfect. We have received invoices for products we did not order, for products we had on trial but the vendor moved straight into an invoice situation

without our permission, and for prices and dates that were just plain errors (high or low by \$10,000 and more, or a year or more off on the subscription period). Even though it may be tempting to keep quiet about a mistake in your favor, notifying a vendor of an invoice amount that is clearly a mistake and is too low will almost certainly build good will and may lead to better pricing arrangements for future acquisitions.

Finally, watch for non-standard items being billed. One vendor consistently invoices us for increased hosting fees, to which we always reply that hosting fee increases are non-standard in the industry, and it was not in our agreement when we acquired the product. It takes a little time, but they have always adjusted the fee back to the original amount.

Few databases are cheap and only the most fortunate of libraries have unlimited, or even plentiful, funds. Knowing how to stretch library funds has become one of the more important aspects of a librarian's duties. We hope you have found something new about how negotiating savings might enhance your library's collections.

SCHOOL LIBRARIES:

Community Support

by *Ashley J. Cooksey, West Magnet Elementary*

When Stuttgart school librarian Tawnya Herring shared information on an AAIM Conference session with colleague Tia Brickey, they knew they had to design a similar program for their community. Tia wrote and received a Community Grant from Wal-Mart and a Great Grant from her local Chamber of Commerce to begin the Summer Bookmobile program.

With support from their administration, Tia and Tawnya began purchasing paperback books for loan on Bookmobile stops during the summer. Ideally, the paperback books would be returned by students the following week. However, Tia stated that if they didn't, "we hope that they are read and loved and maybe passed on to siblings."

Stuttgart's superintendent has been very supportive of the community outreach and summer reading project by providing access to the district's Food Service Van, which converts into a Bookmobile once a week. Magnets are attached to the side of the van to



Cooksey

provide identification to patrons who also receive a Popsicle each week when they visit.

The Bookmobile program was advertised in local media and local churches. The schedule began with a set route, first stopping at the local private school and making its way around town. With low numbers during the first few runs, Tia and Tawnya were not satisfied and began seeking out students by straying from the scheduled route. The Bookmobile spends roughly 15 minutes at each stop and has had varied numbers ranging from 37 to 92 patrons.

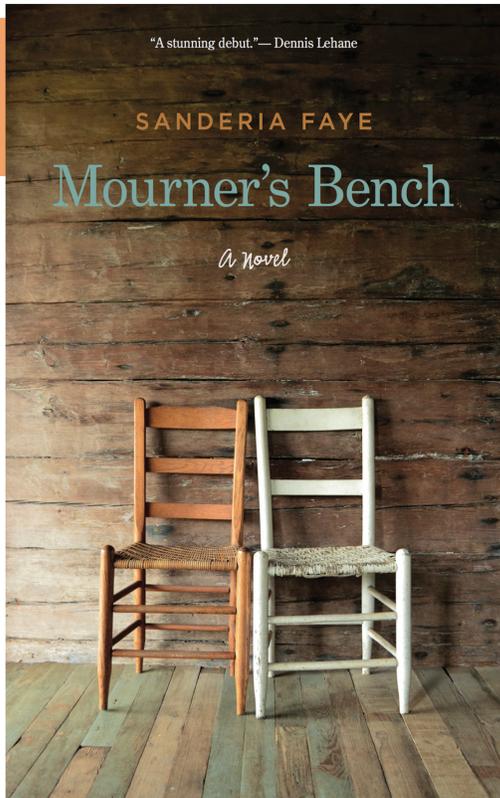
Tia said, "Our primary focus has been to target the communities that have children that more than likely have little to no reading material at home. These also happen to be the communities that do not listen to the local radio station, take the local paper, read our flyer that went home, are on our Facebook page, or in our Remind group.

"This has taken some dedication and sheer grit on our part, but we feel like our message has gotten out into the community with nothing but a positive response."

Tia said, "An afternoon on the Bookmobile is hot, but the time flies by each and every time. How can it not when we are making lots of kids very happy? We are constantly thinking of ways to improve upon this idea for next summer."

Tia stated that the community and parental support and involvement has been amazing, and the students have been what makes the whole project worthwhile.

New from the University of Arkansas Press



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"[A]n absorbing meditation on the meaning of religion in a small town as well as a keen-eyed perspective on the way one African-American community encountered the civil rights movement. An astute coming-of-age tale set against an all-too-relevant background."
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—*Kirkus*

"With *Mourner's Bench*, Sanderia Faye announces herself as a bold, at times intoxicating, original voice in American fiction. This is a stunning debut."
—**Dennis Lehane**, author of *Gone Baby Gone* and *Mystic River*

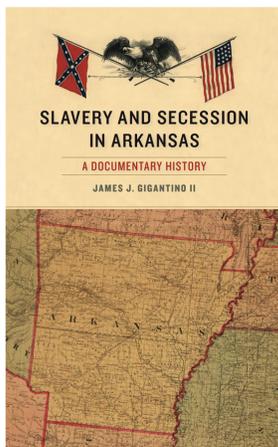
—**Dennis Lehane**, author of *Gone Baby Gone* and *Mystic River*

"Chapter by chapter, without ever seeming to struggle, *Mourner's Bench* completely immerses us in small-town 1960's Arkansas, a time and place of racial turmoil and social conflict that very much speaks to our own. Perhaps the greatest of the book's many successes is the richness of its young protagonist, Sarah Jones, whose voice is so candid and whose difficulties are so involving that it's impossible not to sympathize with her. As a result, your stance on the civil rights battle in which she finds herself embroiled evolves right along with hers, taking on unexpected nuances and complexities. Reading her story, no matter what you believe history might have taught us since, you feel as if the questions of racial justice are not only unresolved but barely yet asked."

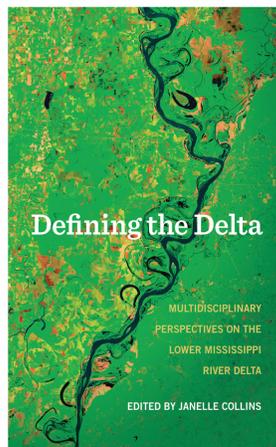
—**Kevin Brockmeier**, author of *The Brief History of the Dead*

"Brilliantly written, *Mourner's Bench* takes the reader back to 1960s small-town Arkansas and tells a story about the public and private ways that black and white people worked for or resisted change. A powerful, brilliant book."

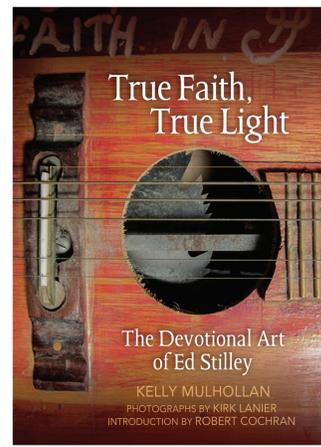
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ALA COUNCILOR'S REPORT

2015 ALA Annual Conference

by Hadi Dudley, Bentonville Public Library

The 2015 American Library Association (ALA) Annual Conference was held in San Francisco, California from June 25-30, 2015. The conference theme was "Transforming Our Libraries, Ourselves" and recorded 22,696 attendees, including exhibitor participation.



Dudley

Key speakers included Roberta A. Kaplan, author of *Then Comes Marriage*, as the Opening General Session speaker. The ALA Awards Presentation and President's Program welcomed Sarah Lewis, author of *The Rise: Creativity, the Gift of Failure and the Search for Mastery*. Other personalities were featured auditorium speakers who autographed books for participants such as Gloria Steinem, Nick Offerman, Edwidge Danticat, Joshua Davis with Rick Jacobs and David Thomson, among others.

Kareem Abdul-Jabbar discussed the importance of libraries as the keynote speaker for the 2015 Andrew Carnegie Medals for Excellence awards ceremony. The Closing General Session featured



Sari Feldman, 2015-2016 ALA President, and ALA Councilor Hadi Dudley after the ALA Planning and Budget Assembly. Feldman's "Libraries Transform" campaign was formally announced in San Francisco. Photo submitted by Hadi Dudley.



Robbie Robertson and David Shannon as 2015-2016 ALA President Sari Feldman

began her presidential term.

As the Arkansas Library Association (ArLA) Chapter Councilor, I attended eight different meetings, sessions, and forums. Additionally, I participated in meetings for the Committee on Literacy and the Planning and Budget Assembly.

ALA Membership Meetings

During the ALA Council/Executive Board/ Membership Information Session on Saturday, attendees heard reports from ALA President Courtney Young, ALA President-Elect Sari Feldman, and ALA Executive Director Keith Michael Fiels. ALA Director Fiels highlighted the new strategic plan, noting the various methods ALA sought membership feedback, as well as the hard work and focus that went into the project. The strategic directions document would be formally presented at Council I for adoption.

The Budget Analysis and Review Committee (BARC), ALA Treasurer, and Endowment Trustees provided financial reports. The documents revealed revenues and expenses for the current year, investments, and the draft FY2016 budget. Strategic



Amy Walton (left), Bookmobile Clerk at Pope County Library System, is a current graduate student at the University of Tennessee (Knoxville) School of Information Sciences (UTK SIS). Hadi Dudley (right), ALA Councilor, is an alumnus of UTK SIS. Photo submitted by Hadi Dudley.

priorities are reflected in next year's budget with additional funds allocated to support information technology, advocacy, and staffing changes. A new Public Awareness Office is being formed, while two offices are merging: the Office for Literacy and Outreach Services and the Office for Diversity. A salary increase (2%) for all ALA staff is also included in the FY2016 report.

The Task Force on Equity, Diversity, and Inclusion reported, with two recommendations for ALA: the Policy Monitoring Committee should collect all ALA discrimination policies into one document to direct vendors and other business partners to a single reference point; ALA should include contract language in future agreements to assure complementary non-discrimination policies with vendors, conference sites, and others.

During the ALA Membership meeting, memorials and tributes were presented. Voting members approved one resolution for Council consideration: A Resolution Denouncing the Systemic Racism that Motivated the South Carolina Shooting; while, one resolution was not approved: Resolution on Gun Violence.

ALA Council I

During the ALA Council I session, minutes from the ALA 2014 Conference were approved, with other Council appointments, reports and business were addressed by the group. The Council approved establishment of a new ALA Award, the Ernest A. DiMattia, Jr. Award for Innovation, and Service to Community and Profession.

The 2013-2014 ALA President, Barbara Stripling, presented the ALA Strategic Directions document. Two years in the making, it replaces the 2015 plan and directly aligns with the Association's mission, demonstrates a commitment to core values, and builds on key action areas. The document defines outcomes and identifies "what success would look like." The short-term goals channel into long-term goals, with the three priority areas being advocacy, information policy, and professional and leadership development. Specific implementation plans will provide tactics for accomplishing strategic goals. The implementation plans are designed as internal

controls which will be continually addressed by ALA staff. After general discussion, and minor content changes, the ALA Strategic Directions document was formally adopted by Council.

ALA Director Fiels reported on the Executive Board actions and the Implementation of Council Actions since the 2015 ALA Midwinter Meeting, including ALA membership "ratifying" Council's adoption of *Robert's Rules of Order* as the

Association's "official parliamentary authority."

A Resolution on the Importance of Sustainable Libraries, the document that was approved at the Virtual Membership Meeting, was adopted by Council. A Resolution Denouncing the Systemic Racism that Motivated the South Carolina Shootings

was amended, then adopted, by Council. The Resolution on Libraries and Schools Affected by the Conflict in Gaza and Israel in 2014 was defeated. The Resolution Against Mass Surveillance of the American People was referred to the Committee on Legislation and Committee on Intellectual Freedom for further development.

ALA Council II

During Council II, retiring councilors and executive board members were recognized. As the final conference in my three year-term as chapter councilor, my name was called among many colleagues whom I have come to know and respect.

Reports were heard from the International Relations Committee, Committee on Organization, and Freedom to Read Foundation. At the Council II meeting, the New Business was moved to Council III, so the session adjourned early.

ALA Council III

Memorials, tributes, and testimonials signaled the beginning of Council III. The Council approved the FY2016 Annual Estimates of Income and Budget Ceiling of \$67,087,027.

The Committee on Legislation (COL) and Intellectual Freedom Committee (IFC) presented a Resolution on the Passage of the USA Freedom Act and Reaffirming ALA's Commitment to Surveillance Law Reform. This joint-committee document was intended to serve as a substitute for the resolution about mass surveillance, which had been referred to

Recommended ALA Links

- American Libraries: americanlibrariesmagazine.org/tag/alaac15/
- Cognotes: alaac15.ala.org/cognotes
- Libraries Transform: librariestransform.org
- District Dispatch: districtdispatch.org
- I Love Libraries: ilovelibraries.org
- Freedom to Read Foundation: ftrf.org
- United for Libraries: ala.org/united

these committees during Council I. After extensive debate, the substitute resolution was amended by Council. The Council then voted to refer the amended substitute resolution back to COL and IFC.

During Council III, meeting time was extended for the session to provide adequate opportunities to address council business. The Intellectual Freedom Committee presented changes to Interpretations of the *Library Bill of Rights* regarding Internet Filtering, Labeling Systems, and Rating Systems. All three items were adopted by Council for the next ALA publication.

Each resolution presented during Council III prompted good debate and passionate discussion. The following documents were adopted by Council: Resolution on Gun Control (revised from ALA Membership presentation), Resolution to Endorse Statement from the Movement for Black Lives on Charleston Shooting, and Resolution on Improving Access to Spanish, Bilingual, and Books in Various Languages for Children in Detention Centers. The Council III session adjourned late.

Council Forums

I attended two late-night Council Forum sessions to learn more about key issues. I also participated in

the Chapter Council Forum to network and discuss best practices with association colleagues across the United States.

Planning and Budget Assembly

Elected by ALA Council peers to serve on the Planning and Budget Assembly (PBA), I concluded my term with the assembly on Sunday afternoon. ALA President-Elect Sari Feldman presented her focus for “One ALA” – an entire association working on something meaningful to membership and all library types. She discussed the “Libraries Transform” initiative, a public awareness campaign designed for stakeholders to understand the work that libraries do. The multi-year project will consist of digital tools, messaging, and stories that focus on ‘because’ statements describing the impact of all libraries. Business partners, such as Overdrive, are supporting the effort by sponsoring professional marketing resources. In the coming months, watch for more communication about “Libraries Transform” and check out the new website at librariestransform.org.

Equality without Exception

San Francisco’s Pride Celebration and Parade on Sunday provided a unique and interesting backdrop



(L-R) Cedar Middleton, Lacy Wolfe, Lowell Lybarger, Sherry Tinerella, Carol Coffey, Jud Copeland, Hadi Dudley, Judy Calhoun, Mike Sawyer, Rebecka Virden, and Fallon Zschiegner-Bleich. *Photo by Hadi Dudley.*

to ALA Conference activities. As the 45th anniversary Pride event, the theme was “Equality without Exception.” The downtown streets were filled with hundreds of thousands of people, along with festive spirits, rainbow colors, and open acceptance of one another. Combine this event with the timely ruling by the U.S. Supreme Court to legalize same-sex marriage, and ALA’s support for inclusivity and diversity was a welcome complement to the place, time, and occasion.

Arkansans in the City by the Bay

On Saturday evening, a group of 14 people gathered to visit and enjoy seafood at the No. 9 Fisherman’s Grotto. Attendees: Leigh Bernil, Judy Calhoun, Carol Coffey, Jud Copeland, Hadi Dudley, Verjeana Hunt, Carol Leonard, Lowell Lybarger, Cedar Middleton, Sherry Tinerella, Mike Sawyer, Rebecka Virden, Lacy Wolfe, and Fallon Zschiegner-Bleich.

In addition to dinner, I bumped into several Arkansas folks while in San Francisco. It’s funny how one can travel thousands of miles, among a conference of 22,000 people, and still see people from back home.

I connected with Fallon Zschiegner-Bleich at the United for Libraries reception on Friday night. She attended the conference for meetings with the YALSA Quick Picks for Reluctant Readers Committee and will be serving as Chair of 2016 Teen Tech Week. ArLA President Jud Copeland attended Saturday’s ALA Membership meeting; Copeland and



After adjournment of Council III, an afternoon ride on San Francisco’s famous cable car down to Fisherman’s Wharf was on the to-do list. Hold on! Alcatraz Island is just ahead in the San Francisco Bay. *Photo by Hadi Dudley.*

ArLA President-Elect Judy Calhoun both attended the Council I session on Sunday. ALA Emerging Leaders Lacy Wolfe and Rebecka Virden joined me as guests to observe Council Forum I on Sunday night. I also enjoyed an impromptu lunch meeting with ArLA Legislative Committee Chair, Amber Gregory.

ALA Exhibits are good opportunities to visit with vendors, enjoy Live Stages and Book Buzz Theater, plus connect with colleagues. When I dropped by booth # 3533, I was pleasantly surprised to see Amy Walton, Bookmobile Clerk at Pope County Library System. As an Arkansas distance education student, Walton volunteered as a representative for the University of Tennessee (Knoxville) School of Information Sciences (UTK SIS).

Connecting with Friends

Networking opportunities extended to a national level too. Between council commitments, I visited with Barb Stripling (ALA leadership), Ed Cortez (UTK SIS), plus friends from Chicago, Minnesota, New York, Ohio and Japan. During my term as ALA Chapter Councilor, I have enjoyed meeting new people and developing professional connections. From ALA staff and elected leadership to chapter and at-large councilors, I can contact any of these colleagues for support. And, I am certain to do just that, building on these important relationships.

Gratitude

When I was elected to represent Arkansas libraries to the American Library Association, I expected to learn a lot, and to grow as a leader ... mission accomplished! I hoped that I would serve my state well; and, I think that I have. I knew it would be hard work – the kind of hard work that is satisfying and rewarding. The most delightful benefit of all this learning, growth, service and hard work is the smart, well-meaning, supportive and lovely people whom I now call my friends.

As the ALA Chapter Councilor, I am grateful to Arkansas Library Association membership for trusting me with such a great responsibility. I have traveled to Seattle, Chicago, Philadelphia, Las Vegas, Chicago (again) and San Francisco. Travels which were sometimes weary, but always exciting! Thank you, ArLA members, for the honor.

As our new leader will be elected for this important role in the fall, I look forward to supporting that person wholeheartedly.

Hadi Dudley, Library Director at Bentonville Public Library, is the Arkansas ALA Councilor.

Best Wishes to a Friend and Welcome to a New Leader

by Hadi Dudley

Library Director, Bentonville Public Library

Gwen Khayat, retired Director of the Baxter County Library, will be missed by her colleagues in Library Development District I (LDDI) and the Arkansas library community.

She leaves a legacy in the county library system, most notably in the design, construction, and opening of the Donald W. Reynolds Library serving Baxter County in Mountain Home. At Khayat's retirement reception on June 30th, her 26 years of service and hard work were recognized through the naming of the "Gwen Khayat Teen Library." As education and lifelong learning are passions of Khayat's, the LDDI group expressed its warmest regards by making a donation to the "Gwen Khayat Baxter County Single Parent Scholarship Fund."

Kim Crow Sheaner is Khayat's successor and has worked at the Baxter County Library since 2006. With a background in communications, she was hired as the county's first Teen Librarian, developing collections and programs for community teenagers from scratch. She was then promoted to the Community Outreach Coordinator and was instrumental in the campaign to build a new facility. In the five years since the library opened, she has worked as Program Director and Marketing Coordinator, more recently serving as Deputy Director. Sheaner participated in the Arkansas State Library Scholarship Assistance program, earning her Master of Library Science degree at the University of North Texas in 2012. Sheaner began her directorship of the Donald



Gwen Khayat was honored by the naming of the "Gwen Khayat Teen Library" at the Donald W. Reynolds Library during her retirement reception on June 30, 2015. *Photo by the Baxter Bulletin.*



Kim Crow Sheaner (right), with Gwen Khayat, is the incoming Director of the Donald W. Reynolds Library Serving Baxter County, Mountain Home. *Photo by Marvelous Magazine.*

W. Reynolds Library on July 1st and is already a proactive leader in public librarianship. Her strong voice is evident in the *Arkansas Libraries* journal article published this summer: "Cut in State Aid to Public Libraries," volume 72, number 2, pages 10-11.

According to Sheaner, "I have learned many things *to* do from Gwen, but there is one thing I have learned *not* to do, and that is *not* stand still. The Baxter County Library is a current, relevant, and vibrant place because Gwen has made sure of that." Sheaner adds, "Gwen is an amazing leader. When she speaks, you know you are going to learn something. I have taken really good notes."

Sheaner concludes, "Gwen deserves every bit of enjoyment that retirement can bring. I hope she devotes some time to herself now, after all these years of giving to our community."

Congratulations to both ladies as they embark on new beginnings!

THE FACE OF ARKANSAS LIBRARIES: Director Attended ALA in San Francisco

by *Judy Calhoun, ArLA Vice President*

Attending the American Library Association (or big ALA, as we say here in Arkansas,) was a lot like going to Disney World or Las Vegas.

There was an ever-present, big crowd (227,000 librarians) – especially in more popular sessions or on the exhibit floor – but like Disney, I didn't mind it so much since I felt like we had a lot in common.

There were many opportunities for swag (free stuff): in Vegas, it is booze or food, at ALA it was free books and canvas bags. I will have to say it is



Calhoun

a bit overwhelming because it is so big and a lot of work, but well worth the effort!

As an ambassador for the Arkansas Library Association, I attended the chapter leader's forum to discuss issues that are relevant in our state association as well as other pertinent sessions. However, I still found time to meet some great authors! Adriana Trigiana is a favorite author of mine and she was such a hoot! Her book, *Big Stone Gap*, will be released as a major motion picture this fall. So look out, there will be a run on the Stone Gap series. My grandchildren were impressed that I was fortunate enough to meet Maria (aka Sonia Manzano) from "Sesame Street." All in all it was a great experience and it was an honor to represent the Arkansas Library Association.

Judy Calhoun is the Regional Director of Southeast Arkansas Regional Library in Monticello.

AROUND ARKANSAS

by *Heather Hays, Associate Editor*

Johnny Shepherd passed away Sunday, July 5th, following a valiant battle with cancer. Johnny was in Hospice Care in Little Rock at the time of his passing. Johnny is survived by his wife, Lou, daughter (Joni), son (Yancy), several grandchildren and numerous other family and friends.

Johnny was a big part of the library community as the World Book representative. Most recently he has been the sales rep for Davidson Titles, Inc., of Jackson, TN. Johnny always had a smile on his face, and could be counted on for support of the Arkansas Library Association.

Cards can be sent to his family at: Mrs. Lou Shepherd, 6897 Hwy. 167 North, Sheridan, AR 72150.

Dr. Kay Bland, who has had a long and outstanding career in Arkansas (first in the schools and now at CALS/Butler Center), is also retiring from her position as Education Coordinator at the Butler Center for Arkansas Studies. Kay (and husband, Ken) will be leaving Arkansas mid-August for their new home in Telluride, Colorado. We will certainly miss her and hope she will come back to visit!

A retirement reception for Stuttgart Public Library Director Ted T. Campbell was held on Sunday, July 26, 2015 from 2:30 to 5:30 pm, at the Library, 2002 S. Buerkle St., Stuttgart.

At the De Queen Branch of the Sevier County Library, on February 20, 2015 Annette Eastwood retired with 29 years of service to the Library. Also, on August 31, 2015, Lou Whitley Colbert will retire with five years of service. Congrats to both!

Also newsworthy this summer at the De Queen branch was receipt of a donation in the amount of \$2,000 by Michael Dailey in memory of his parents Ruth and Aubrey Dailey.

A reminder to Arkansas librarians: please submit news items to me for the next *Arkansas Libraries* issue! Births, deaths, new hires, retirements, funding, new buildings, and news that affects Arkansas libraries would be perfect fits for this column. Just jot me an email at hhays@bentonvillear.com, and you'll most likely see it published in our journal.

Heather Hays is the Senior Librarian at Bentonville Public Library.

ASK THE STATE LIBRARIAN: What is a State Library?

By Carolyn Ashcraft, State Librarian
Arkansas State Library

What is a library? The Merriam-Webster Dictionary offers several definitions. It is a place where books, magazines, and other materials are available for people to use or borrow. It is a room in a person's house where books are kept. It is a collection of similar things (such as books or recordings).



Ashcraft

There are several types of libraries: academic, public, school, special, and private. You would think it would be easy to define each type, but it isn't. Let's look at public libraries.

If you know very much about library history and the development of public libraries in the United States you know that the movement was led chiefly by women's clubs. These women collected books, conducted fund raising campaigns and supported legislation for libraries. The Arkansas Federation of Women's Clubs began their efforts in the late 1800s and established twenty libraries by the turn of the century. The AFWC also supported the establishment of the Arkansas Library Commission (now known as the Arkansas State Library) in the 1930s.

In the United States, state library agencies have oversight of the public library situation within their boundaries. In Arkansas, the laws pertaining to libraries can be found in Title 13, Chapter 2 [Arkansas Statutes Annotated § 13-2-101 et. seq.] and in Amendments 30 and 38 of the Arkansas Constitution.

In addition to the management of the State Library collection, programs, and services, the legislation authorizes the State Library to assist in the development of city, county, and regional library systems. The annual public library survey for FY2012 reflected Arkansas had 56 public libraries, providing services through 218 outlets. Approximately 82% of those outlets are located in rural areas.

The State Library is the designated agency to administer state and federal programs of aid. In the



administration of state and federal programs (i.e. LSTA or E-rate) the State Library is often asked to certify an institution as a public library. What is a public library? For our reporting purposes, public libraries are established under State enabling laws and must meet the criteria in the definition of a public library developed by the Federal-State Cooperative System (FSCS) and provide, at a minimum, the following: (1) an organized collection of printed or other library materials, or a combination thereof; (2) paid staff; (3) an established schedule in which services of the staff are available to the public; (4) facilities necessary to support such a collection, staff, and schedule; and (5) support in whole or in part with public funds.

If an institution meets the definition of a public library as defined in the preceding paragraph, the State Library can certify their status as a public library.

For additional information:

Sallee, Julianne H. "General Federation of Women's Clubs of Arkansas." *The Encyclopedia of Arkansas History & Culture*. <http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?search=1&entryID=162> (accessed March 25, 2013).

Swan, D. W., Grimes, J., et. al. (2014) *Public Libraries in the United States Survey: Fiscal Year 2012* (IMLS-2015-PLS-01). Institute of Museum and Library Services. Washington, DC.

Carolyn Ashcraft is the State Librarian for Arkansas State Library.

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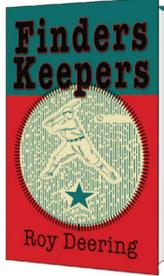
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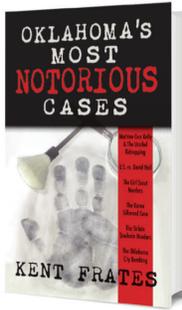
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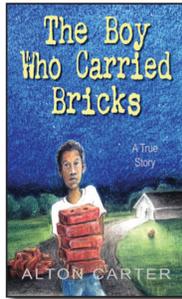
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