

# *Compass*

A Quarterly Publication of the Nebraska Library Commission

Vol. 1 No. 1/Winter 1994

## From The Director ...

## *New Beginnings*

*N-Compass* is a new name for this new Nebraska Library Commission publication. With this first issue, *N-Compass* replaces *Overtones*, the Library Commission newsletter for the past twenty years.

*Overtones* was created following our move from the tower of the Capitol to leased office space on 1420 P Street, back in the early 1970's. The publication was originally called *Overtones from the Underground*, a reference to the Commission's early 1970's quarters in the basement of the office facility on P Street. With the Commission's new location, it seemed time to give our newsletter a new name and a new look.

*N-Compass* will be issued quarterly. It will include news and information about the Nebraska Library Commission, and information about issues, events, and activities relevant to Nebraska libraries. More concise, timely information will continue to be published in *NLCommunicator* and posted on *Nebraska Online*.

We hope that you will find *N-Compass* useful, and that you will contribute suggestions for future content.

*Rod Wagner*

## “Rally” Campaign Goes Online

The American Library Association (ALA) will take its campaign to collect testimonials about how “Libraries Change Lives” online in 1994. Almost 500,000 people, including President Clinton, Governor Ben Nelson, and many other well-known library users, registered their support since the Rally for America's Libraries was launched in 1991 to increase public awareness of the funding problems experienced by many libraries and to rally support.

The campaign will continue in 1994 with the addition of an electronic mailbox to receive statements of support. Library supporters can send their statements of support direct by electronic mail via Internet to [sup-lib.@uicvm.uic.edu](mailto:sup-lib.@uicvm.uic.edu) or Bitnet to [sup-lib.@uicvm](mailto:sup-lib.@uicvm).

The theme for National Library Week, April 17-23, will again be *Libraries Change Lives* and libraries are encouraged to collect statements of one hundred words or less

about how the library has made a difference. Libraries that submit twenty-five or more testimonials will receive the *Encarta Multimedia Encyclopedia* compliments of the Microsoft Corporation. One person will be selected to represent each state on an honor roll of “Satisfied Customers” to be recognized by ALA President Hardy R. Franklin. Names and statements of no more than 100 words should be sent by **May 15** to: ALA Public Information Office, 50 East Huron Street, Chicago, IL 60611.

For a free National Library Week tip sheet, contact the ALA Public Information Office, 800-545-2433, ext. 5044. A free brochure, *Has the Library Made a Difference in Your Life?*, is also available. For more program and promotion ideas, see the 1994 *Libraries Change Lives* Campaign Book Supplement, available from ALA Graphics (Item 016, \$4), call 800-545-2433, press 8.

## Legislative Activity Initiated

■ A bill that will update Nebraska's public library laws, including new options for creating library districts and forming county library federations, was introduced in early January by the Legislature's General Affairs Committee. LB 997 resulted from a proposal developed by a statewide task force. The task force refined the proposal through a series of public meetings and an interim study conducted by the Legislature. A hearing on the public library laws revision proposal was held on January 24.

■ Senator Ron Withem, Speaker of the Legislature, and Senator Paul Hartnett introduced LB 932 to establish a cap on the amount a public library can charge a nonresident for public library service. A hearing on LB 932 was held on January 24 before the Legislature's General Affairs Committee.

■ Senator Janis McKenzie introduced LB 1138, a bill to amend statutes to include public libraries as eligible for telecomputing services through Educational Service Units. The bill has been referred to the Legislature's Education Committee.



■ The Nebraska Library Association set February 24, as Legislative Day. The day's activities included a lunch program, held at the Nebraska Library Commission's offices. More than fifty librarians hosted twenty-one senators and their staff.

## Statewide Video Licensing Renewed

The statewide program to provide licensing permission for the use of videotapes in libraries is being renewed for 1994. Copyright law restricts the "public performance" of commercially produced videotapes. Videotapes may not be viewed by groups in a library unless the producer includes public performance rights in the sale of the videotape. Videos which include public performance rights are

generally sold at a substantially higher cost. Video producers have filed suits to protect their copyrights.

The Motion Picture Licensing Corporation provides an annual "umbrella" license granting public performance rights for more than 6,000 videos produced by major studios, including Walt Disney, Warner Brothers, Touchstone Pictures and others. The Library Commission has again negotiated an agreement with the Motion Picture Licensing Corporation to license Nebraska libraries of all types and sizes at a reduced group rate. The license will allow public performance of videos from the participating producers, whether the videos are obtained from the Library Commission, local library collections, video stores or any other source.

The regional library systems have agreed to process applications from their member libraries and to subsidize the program, further reducing the cost of participation. If a minimum of one hundred libraries participate, the group rate will be \$85 per library. (License fees would normally range from \$130 to \$1,250 for Nebraska libraries.) On a first-come-first-serve basis, approximately twenty-five libraries per system will be able to participate at a cost of only \$25. Urban public libraries may participate directly as part of the urban system arrangement.

In order to avoid legal liability and increase the quantity of available videos, the **Library Commission's summer video circuits to support the 1994 Summer Reading Program will be available only to libraries participating in the licensing program.** The group license renewal was effective January 1, 1994. Libraries not currently participating are encouraged to contact their library system office or Jim Minges at 402-471-3175 or 800-307-2665 for information about this program.

### *N-Compass*

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*Commission meetings are held the second Friday of the month,  
or as scheduled by public action of the board.*

## New Publications Available from the Library Commission

### *Nebraska Historic Buildings Survey Reconnaissance Survey*

Prepared for the Nebraska Historical Society,  
State Historic Preservation Office.

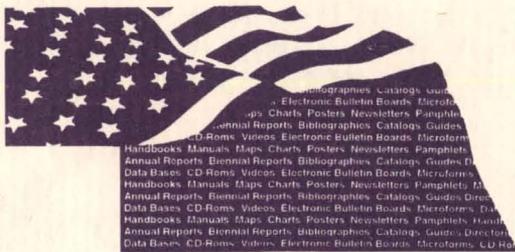
This is a series of reports listing the significant historical buildings and sites in Nebraska. Fieldwork has been completed in ninety-one of ninety-three counties. Approximately forty reports have been published so far. Each report covers one county and includes a brief history of the county, an inventory of buildings, and photographs.

### *Flat Water:*

#### *A History of Nebraska and its Water*

Edited by Charles A. Flowerday,  
University of Nebraska-Lincoln  
Conservation and Survey Division.

A comprehensive guide to water resources and how they have been used in Nebraska. Climate and hydrology, economics and finance, irrigation, well-drilling, conservation efforts, and many other aspects of water use are included. Anecdotes from water pioneers, photographs, charts, and maps make this an entertaining and informative publication.



These materials and other state publications are available via direct checkout or interlibrary loan through the Library Commission Information Desk, 402-471-4016 or 800-307-2665. Contact Mary Geibel, 402-471-2045 or 800-307-2665, to be placed on the mailing list for *What's Up Doc*, a monthly publication highlighting new state and federal documents at the Library Commission's Nebraska Publications Clearinghouse.

## Nebraska-Produced Materials Increased

People who borrow cassette books and magazines from the Library Commission Talking Book and Braille Service will soon have more Nebraska-produced reading material available to them. Two studios were built for the Commission's new facilities in the Atrium. Soundproofing has been completed and both facilities are now operational.

Audio Production Studio Manager Bill Ainsley and Library Technician Paul Jacobsen work with volunteers recording books and magazines of interest to state residents. Works include many books by Willa Cather and magazines such as *Nebraska History*. Much, but not all, of the production is Nebraska-oriented. Regional magazines, such as *Midwest Living*, are also recorded locally. Two Nebraska recordings, *Capper's* and *Report on Disability Programs*, are distributed nationally through the Library of Congress.

Additional volunteer recorders are needed. To volunteer contact Diane Greenlee, Outreach and Volunteer Services Coordinator, 402-471-4033.

## Nebraska Library Planning Initiative Developed

A new initiative is being developed to help all Nebraska public libraries evaluate and improve their services. The Continuous Library Improvement Program is a streamlined planning process. It emphasizes community assessment and determination of library mission, leading to specific short-term action steps to improve library services. The program is being developed in cooperation with the *Heartland Center for Leadership Development*, a nationally recognized planning and community development organization based in Nebraska.

Support for the Continuous Library Improvement Program will include a guidebook/manual, four regional training workshops, and ongoing consulting support by Library Commission and library system staff. The first activity was an introductory satellite program on February 11. Additional satellite programs will take place in March, April and May. All satellite programs are videotaped and available for loan to public libraries. To learn more, attend the satellite programs and look for further information in Library Commission and library system publications, as well as via *Nebraska Online*.

## Seward Library Featured in Customer Service Teleconference

The Seward Public Library will be featured in a national video teleseminar on customer service on May 12. Sponsored by the American Library Association (ALA) as part of its presidential theme of customer service, the teleseminar program will feature Harvard Business School Professors James L. Heskett and W. Earl Sasser, Jr.

The four-hour program will be based on a business model for customer service developed through years of research at the Harvard Business School. This model will be customized to libraries using case studies from public, academic, school, and business libraries. The Seward Public Library, serving a rural community population of 5,634, will participate in a case study for the public library model.

This case study, included in the segment titled *Expanding Library Reach and Service*, will address such issues as, "how to turn customer needs into services and programming" and "how to measure program value and customer satisfaction". The Seward case study will include interviews with staff, library users, and high school students, as well as a look at community outreach programs.

"Our nation's libraries are like any other organization -- they have to use the best models and tools to remain a vibrant force in the community," said ALA President Hardy R. Franklin. "This teleseminar offers librarians the opportunity to learn about customer service strategies from one of the world's leading experts." The program will demonstrate that improvements in customer service create impressive gains in productivity and generate service excellence that leads to better patronage and support.

The teleseminar will create an electronic classroom so that participants at the downlink sites can exchange ideas and experiences during local breakout sessions. "The fact that the breakthrough service model will be presented through the lens of a library management system makes it extraordinarily valuable for our members. There are more than 118,000 libraries in America -- more stores than McDonald's," said Franklin. "We want our nation's libraries to be as innovative in customer service as any business. Through innovation we can survive."

At various points in the program, Professors Heskett and Sasser will answer questions from remote sites and debrief the breakout sessions. "I am excited to introduce the nation's libraries to the concepts of the breakthrough model," said Heskett, Professor at the Harvard Business School. "What we have learned in business organizations can certainly apply to libraries. In fact the library really exists simply to provide service to its customers."

This program is open to any Nebraskan interested in customer service. It is especially applicable to government workers and customer service representatives in nonprofit and community organizations.

To register, call Elaine Miller at the Library Commission, 800-307-2665 or 471-4008 (in Lincoln). Registration fee is \$29.95 per person. This program will be broadcast via satellite. Arrangements for downlink sites can be made when registering.

## Telecommunications Works For Nebraska

A new twelve-minute videotape, *Telecommunications Works for Nebraskans*, is now available. It describes how Nebraskans benefit from telecommunications. The video uses simple, down-to-earth language and features everyday Nebraskans in both rural and urban settings. The video shows examples of business applications, educational opportunities, health-care benefits, and improved opportunities for participation in government. One segment features a customer using *Nebraska Online* at the Broken Bow Public Library.

The video shows Nebraska as a national leader, making the advantages of telecommunications technology readily available to its citizens. Copies may be borrowed free of charge from the Nebraska Library Commission Information Desk, 402-471-4024 or 800-307-2665.

## What's New With *Nebraska Online*

**Humanities Resource Center** -- *Nebraska Online* now hosts the Nebraska Humanities Council's Humanities Resource Center. The Humanities Resource Center is a collection of first-rate humanities programs that can be used at public gatherings. These programs include videotapes, films, audio tapes, exhibits, and a collection of unique Speakers Bureau presentations. Select "Databases" from *Nebraska Online's* user-friendly main menu screen to direct you to speaker addresses and phone numbers and to learn about new speakers, exhibits, films and videos.

**Electronic Mail Groups** -- *Nebraska Online* users can now communicate easily with groups of other users interested in specific topics. These electronic mail groups enable users to ask questions, offer solutions, creatively share information, and add to the insights of others. Any registered *Nebraska Online* user can become a member of

these groups. Groups and Contact persons are listed below:

Children's Services Online	Mary Jackson	402-471-4006
DocUsers Online	Beth Goble	402-471-4017
NE Online Service Centers	Mary Jo Ryan	402-471-3434
Follett Users Online	Jim Minges	402-471-3175
Reference Librarians/NBREF	Bob Boyce	402-441-8538

**Computer Files Library** -- *Nebraska Online* users can now share programs, utilities, data files, spreadsheets, templates, and other computer files collected and/or created by *Nebraska Online* participants. These files are also available to Internet users via Anonymous FTP (file transfer protocol--address: neon.nlc.state.ne.us).

**GIS Data Inventory** -- The GIS Data Inventory is a pilot project to provide an index to Geographic Information System (GIS) data files maintained by state, federal, and other agencies in Nebraska. The GIS is a computer-based system designed for the collection, storage, and analysis of objects and phenomena for which geographic location or place is an important characteristic or critical to the analysis. The Inventory provides a contact to access the data and/or maps from the agency responsible for maintaining the information.

**Exploration of Fee-Based Services** -- The Nebraska Library Commission, in cooperation with a number of other state agencies, is exploring the feasibility of expanding the variety of state government information electronically accessible to Nebraska citizens. One possibility is offering access to some government information via *Nebraska Online* on a cost recovery basis -- similar to fees that citizens currently pay to access the information in paper format. This could be accomplished through a contract with a private vendor to provide venture capital, computer programming, marketing, billing and collection services.

## Literacy Summit Held

The Governor's Adult Literacy Education Leadership Summit was held in Lincoln in January. Speakers included Diane Nelson, UNL Chancellor Graham Spanier, Jane Elliott from the Governor's Policy Research Office, and Dr. John Dirx, Director of the Nebraska Institute for the Study of Adult Literacy, the state literacy resource center for Nebraska and the conference sponsor.

Topics included the national literacy assessment and its implications for Nebraska, the identification of needs among agencies and provider groups, and strategies for collaboration and cooperation. The conference summary highlighted the important roles that libraries and *Nebraska Online* can and do play in enhancing literacy services.

## "Jumpstart" Promotion Announced

The American Library Association will encourage parents to give their children a "Jumpstart" at the library in a new fall promotion directed at parents of first to third graders.

Directors of public libraries will receive an invitation to participate, including an order form for free promotional materials, in the mail this spring. The "Jumpstart" materials, including a ten-page, four-color newsletter for parents, classroom poster, and stickers for children, will arrive in August for delivery to classrooms during Library Card Sign-up Month in September.

The newsletter, which children will take home to their parents, will focus on practical tips for how parents can nurture a love of reading and how the library and librarian can help. It will include a mock library card to take to the library and exchange for a real library card and to enter a "Win College" Sweepstakes, with prizes including a college education fund, Macintosh Performa computers, and World Book Encyclopedias. Participating public and school libraries will be eligible to win cash awards and prizes.

The special promotion is underwritten by the Prudential Insurance Company of America. For more information, contact the ALA Public Information Office, 50 E. Huron Street, Chicago, IL 60611, 800-545-2433, ext. 5044/5041.

## NEON Libraries Become NEON Lenders

Until recently, *NEON* users utilized OCLC's Interlibrary Loan Subsystem for the purposes of borrowing materials only. *NEBASE* is now ready to promote lending via OCLC to those *NEON* libraries that would benefit from this option. *NEBASE* recognizes **Seward Public Library** and **Crete Public Library** as the first *NEON* libraries to make this transition.

The lending option is useful for *NEON* libraries if their holdings are loaded on OCLC or potential borrowers have some other way to see holdings, the library has the staff and time to devote to lending activities, and the library can make a daily commitment to logging onto OCLC to check requests and respond.

For more information about becoming a *NEON* lending library or to subscribe to *NEBASE News*, contact Paul S. Hoffman at the Library Commission, 402-471-4021 or 800-307-2665.

## Regional System Review Leads to Recommendations

The Regional Library System Program Review report was discussed and unanimously approved at a Library Commission meeting on January 14. During 1993, the review committee gathered and considered input from library and library system staff and boards regarding Library Commission administration of the regional system program; system roles, governance, performance, and funding; and resource sharing issues. Recommendations include:

- Improved communication be developed among the Library Commission and the Library System Boards and Administrators.
- More input be provided by system boards and staff regarding system funding through Library Commission budget requests.
- A review of resource sharing programs be conducted to provide optimum equity and effectiveness of interlibrary loan and reference services.

Copies of the regional system program review report are available from Jim Minges, 402-471-3175 or 800-307-2665.

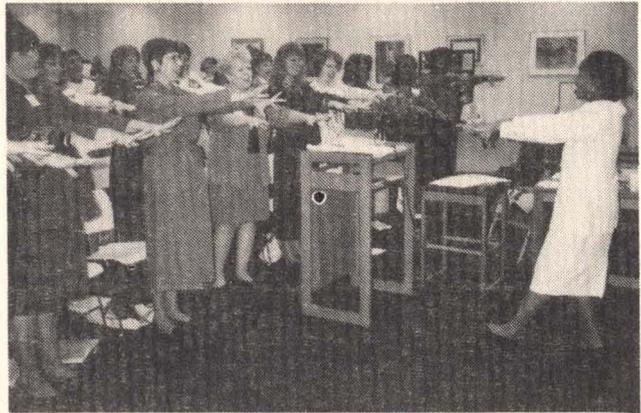
## Advisory Council Appointments Made

The following individuals were appointed to the State Advisory Council on Libraries by the Nebraska Library Commission on January 14:

- **Jeanne Leader**, Western Community College, Scottsbluff was elected Chair of the Council.
- **Re-Appointments:**  
**Becky Baker**, Director, Seward Public Library; **Verda Bialac**, Assistant Director, Omaha Public Library; and **Guadalupe Mier**, Director, Bellevue Public Library.
- **New Appointments:**  
**Dr. Elmer Baker**, York College; **Sally Wise**, Director, Law Library, University of Nebraska - Lincoln, **Maureen Battistella**, Director, U.S. Conn Library, Wayne State College; **Dena Crews**, Technology Librarian, Chadron Public Library; **Sharon Wiegert**, Children's Librarian, Papillion Public Library.

## Multicultural Programs Addressed

The Thirteenth Annual Children's Conference, *Cultural Diversity in Children's Programs*, was held at the Kearney Public Library and Information Center in September. It featured former Lincoln resident Janice Harrington, Director of the Children's Department at the Champaign (IL) Public Library. Ms. Harrington, a noted storyteller who has written and spoken widely on the value of multicultural programs for children, stressed that libraries need to progress from merely celebrating ethnic holidays to presenting verbal and graphic multicultural images as a natural part of mainstream library activities.



*Janice Harrington involves participants in storytelling.*

Harrington, whose storytelling talents drew enthusiastic responses from many of the sixty librarians and media specialists in attendance, stated that children's programs should reinforce ethnicity as they work to reinforce the humanity common to all people. Harrington said that in her work with children she always considers how she may reach and include the entire family in library programs. She is convinced that children's school achievement, particularly reading success, usually depends on parental example. "Children who are comfortable in a library setting and visit the library are children whose parents are also library users, who read books and talk about what they've read," she said.

## Library Commission Meets

Members of the Nebraska Library Commission met in Lincoln on January 14. Commissioners received reports on federal and state legislative issues, *Nebraska Online*, the Continuous Library Improvement Program, and staffing. Commission members approved the Regional Library System Report and Recommendations, appointments to the State Advisory Council on Libraries, and changes in video service policies.

## Special Report

### Summary of the Nebraska Long Range Plan For Library And Information Services 1994-1996

Following is a summary of the Nebraska Long Range Plan for Library and Information Service which highlights the Mission, Roles, Key Goals, and Relationships of the Nebraska Library Commission. Each year the Nebraska Library Commission reviews and revises the Long Range Plan with the assistance of members of the Nebraska State Advisory Council on Libraries, the six Nebraska Library Commissioners, and a variety of other library, state-government, and Talking Book and Braille service customers. The complete Long Range Plan for Library and Information Services is available upon request from Sally Snyder, at the Library Commission, 402-471-4003, or 800-307-2665 (in Nebraska only).

#### Mission

The mission of the Library Commission is statewide promotion, development, and coordination of library and information services. As the state library agency, the Commission is an advocate for the library and information service needs of all Nebraskans.

#### Roles

The Nebraska Library Commission strives to increase access to resources and services for all Nebraskans regardless of economic status, geographic location, gender, age, literacy level, ethnicity, physical or mental disability, or other relevant factors.

In meeting its Mission, the Nebraska Library Commission has three major roles:

- To provide leadership, technical assistance and financial support for improvement of library and information services through the state's libraries of all types.
- To develop, coordinate and promote specialized statewide library and information services.

- To provide information and library services to state government.

#### Primary Functions

- Communication
- Consultation
- Education and Training
- Funding
- Research
- Resource Sharing
- Services to Special Populations
- Technology Development

#### Key Goals

##### GOAL 1

Provide library and information services for state government personnel and librarians

##### GOAL 2

Improve the capability of libraries to deliver library and information services to Nebraskans

##### GOAL 3

Encourage and facilitate the sharing of materials, expertise, and information among Nebraska libraries of all types

##### GOAL 4

Support the professional development of Nebraska library and information center personnel and trustees

##### GOAL 5

Support the development of *Nebraska Online*, in cooperation with the Nebraska Development Network, other government agencies, and libraries across the state

##### GOAL 6

Increase awareness of library services available through the Nebraska Library Commission, as well as other Nebraska libraries and media centers

##### GOAL 7

Provide library and information service to Nebraskans who are visually impaired or physically disabled

##### GOAL 8

Improve the Operations, Facilities and Resources of the Nebraska Library Commission

## **Relationships With Libraries And Other Organizations**

All Nebraska libraries are eligible for participation in Commission programs within the requirements of state and federal statutes and regulations. However, the Commission has different relationships with and levels of responsibilities to the different types of libraries and organizations, as described below.

### **STATE GOVERNMENT**

The Commission supplies library and information services directly to state employees to assist them in their work. It coordinates its services with the library programs of the various state agencies. The Commission establishes and maintains working relationships with other state level agencies to ensure the effective use of state information resources.

### **LIBRARY SYSTEMS**

The Commission administers state appropriations for regional and urban library system programs. State level administration is in accord with "A Policy Statement Concerning the Nebraska Library Commission, Library Systems, and Public Libraries (Nebraska Library Commission, 1988)," and "Plan for Library Systems: A Development Guide (Nebraska Library Commission)".

### **PUBLIC LIBRARIES**

The Commission assumes special responsibility for the development of local public library services. This responsibility includes administering a program of accreditation of public libraries, certification of public library personnel, and direct state aid to public libraries. The Commission encourages the expansion of public library service units and the strengthening of existing libraries in preference to the creation of new public libraries. The Commission, upon request, helps local libraries plan for and evaluate their services.

### **SCHOOL LIBRARY MEDIA CENTERS**

The Commission recognizes the responsibility of the Nebraska Department of Education for regulation and state level funding of school library media programs. The Commission encourages participation of schools in resource sharing programs. The Commission encourages the improvement of library services to children in both schools and public libraries through consultation and promotion.

## **POST-SECONDARY LIBRARIES**

The Commission encourages the participation of post-secondary libraries in state library networking, resource sharing programs, and continuing education programs. The Commission encourages the improvement of library services to students, faculty and others using post-secondary libraries through consultation and promotion.

## **STATE INSTITUTIONAL LIBRARIES**

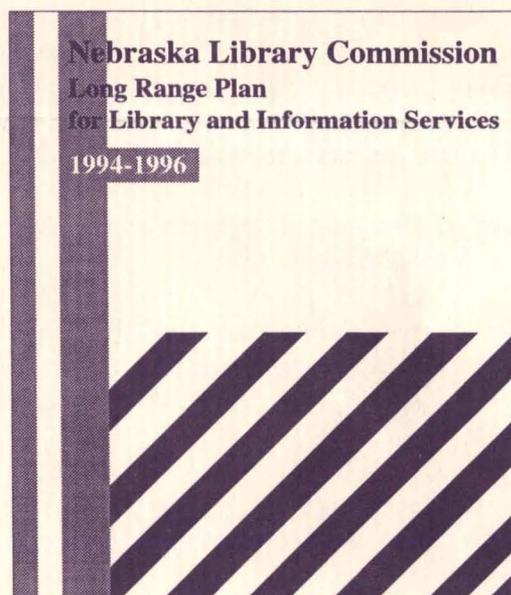
The Commission assumes special responsibility for the coordination and improvement of library services to the residents of state public institutions, as defined by the Library Services and Construction Act, through the state institutional libraries. This responsibility includes providing library staff training, consultation, and ongoing funding for institutional library materials.

## **SPECIAL LIBRARIES**

The Commission encourages the participation of special libraries in state library networking, resource sharing, and continuing education programs. The resources of the state's health, corporate, legal, and other special libraries are important to serving the information needs of Nebraska.

## **OTHER PUBLIC AND PRIVATE ORGANIZATIONS**

The Commission enters into partnerships with other public and private entities for the purpose of accomplishing its mission, goals and objectives.



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## Commission Sponsors Retreat

On August 12, 1993, the Nebraska Library Commission held a Summer Retreat at Platte River State Park, featuring Parker J. Palmer. Dr. Palmer spoke on "**The Decline and Renewal of Public Life: Exploring our Role in Community**".

Parker J. Palmer is a writer, teacher, and activist who works independently on issues in education, community, spirituality, and social change. Dr. Palmer has travelled widely in this country and abroad giving workshops, lectures, and retreats, and is the author of four books and numerous articles. His books are titled: *The Promise of Paradox*, *The Company of Strangers, To Know As We Are Known*, and *The Active Life*. He is currently working on a new book, *The Courage to Teach*.

Nearly sixty librarians, media specialists, trustees, friends, and others came together to explore the meaning of "community" and their role in the ever-challenging process of community building. Dr. Palmer raised many compelling issues at the retreat.

First, he spoke to the importance of having places (physical, intellectual, and spiritual) into which a company of strangers may come and enter into some sort of community or public life with one another. Palmer's discussion of the polarization of our society into the political and the private realms, with an increasingly fragile public realm, has many implications for support of institutions such as public libraries. Public libraries have been a place where the public life has been maintained to one degree or another.

Second, Palmer offered a model for reframing our approach to social change, one that serves as an alternative to the sea of organizational models for change. Palmer's movement approach to social change is a four-stage model that begins with isolated individuals who find the need to rekindle their passion about an issue. They do so because they reach a point in their lives where the gap between their inner and outer lives is so painful that they must move for change.

Support is eventually found in groups of like-minded souls who go public with their views and proposed models for change. In time, an alternative reward system is developed to sustain the movement. This movement process can help us reframe and rejuvenate our programs and services as well as our organizations in general. However, as Palmer pointed out, the movement process or cycle will necessarily need to reoccur as mainstream organizations tend to co-opt movement results over time.

Retreat participants were very enthusiastic about discussion and ideas generated from the session with Palmer. Interest in bringing Parker Palmer back to Nebraska for a similar retreat was expressed by many participants. For more information about the retreat please contact Nancy Busch at the Library Commission, 402-471-4002 or 800-307-2665.

## Nebraskans Speak Out for Children

In December the National Commission on Library and Information Science held a forum in Des Moines on the information and library needs of children and young adults. Librarians and citizens from the Midwest presented testimony on issues related to children's services.

The Nebraska delegation presenting testimony included Mary Jackson and Jim Minges, Nebraska Library Commission; Merry Von Seggern, Grand Island Public Library; Martha Brey MacCallum, Lincoln City Libraries; Ella Epp, Henderson Schools; Mary Lou Miller, Sandhills Public Schools; and Gale Kosalka, Ralston Public Library. Students from Lincoln's Irving Junior High School also offered suggestions for improved library services via videotape.

These Nebraska librarians and students addressed the information needs of teenage mothers, young adults, children in day care, and children who live in areas where there is no public library service. School media programs in Henderson and Dunning that offer expanded services to their communities were described, as well as a model hospital program that encourages new parents to read to babies.

On January 24, the Nebraska testimony was aired as a telecast. Copies of the tape were sent to Governor Ben Nelson and Senators Bob Kerry and James Exon. The videotape is available from the Nebraska Library Commission Information Desk, 402-471-4024 or 800-307-2665.

## Video Fees Discontinued

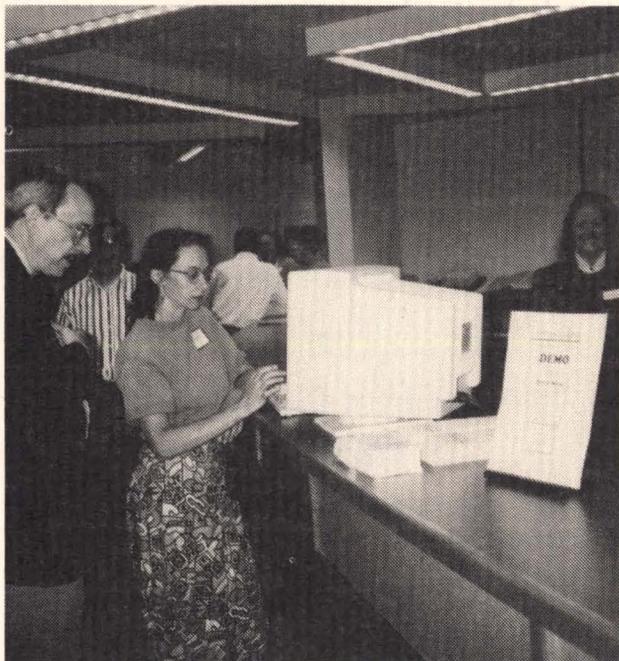
Beginning January 1, the Nebraska Library Commission no longer charges fees for video services. Revenues from this service have been low, with current fiscal year projections at less than \$4,000. Since considerable staff time is spent in handling the accounting functions associated with this service, it is more fiscally responsible to loan videos free of charge.

In April 1993, the Commission's audio visual collection changed radically through elimination of all 16mm films and some videos. The collection is now focused in these areas: Children's Entertainment, Management/Staff Training/Public Policy, Library Science, and Humanities Resource Center.

Videos can be reserved up to one year in advance and can be mailed out or picked up at the Commission, 8 a.m. - 5 p.m., weekdays. For video service ask for the Information Desk, 800-307-2665 or 402-471-4024.

## Open House Celebrates New Commission Offices

The Library Commission celebrated its new library and office space with an Open House in early September. Approximately 180 guests visited and toured the new locale. Notable guests included Senators Scott Moore, Seward, and LaVon Crosby, Lincoln; then Lieutenant Governor Maxine Moul; Secretary of State Allen Beermann; State Auditor John Breslow; former Library Commission Directors Jean Geske and John Kopischke; Kent Hendrickson, Dean of University of Nebraska-Lincoln Libraries; Sara Watson, president of National Library Association; and Nebraska Library Commissioners Marge Curtiss, Robert McPherson, Jean Sanders and Norma Young. The Commission received flowers from former Continuing Education Coordinator Tim Lynch, the medical librarians of Omaha, Graebel Movers, and Barbara Voeltz, Nebraska Games and Parks Commission.



*Jim Minges demonstrates Nebraska Online during Library Commission Open House festivities.*

Ray Means, director of the Creighton University Reinert/Alumni Library, died in January. A long time leader, Ray was a former President and Executive Secretary of the Nebraska Library Association. He was active in many Nebraska and national library initiatives. Ray will be greatly missed by his friends and colleagues.

## Watch For Continuing Education Training Catalog

February saw the release of the Library Commission's 1994 Continuing Education Workshop/Training Catalog. This catalog evolved from the NEBASE Workshop Catalog and includes all the training events previously found in that catalog, as well as all other Library Commission sponsored educational activities and training events. The new catalog is also available online through *Nebraska Online's* calendar of events. To order this catalog or for more information about Library Commission continuing education events, contact Elaine Miller, 402-471-4008 or 800-307-2665.

## Nebraskans Invited to "Get in the Picture"

The American Library Association (ALA) will attempt for the first time to take a national "snapshot" of library customer satisfaction by asking libraries to participate in a national survey. "Customer service is the heart of our profession," said ALA President Hardy R. Franklin in announcing the survey. "Sometimes that means asking questions as well as answering them."

Libraries of all types are encouraged to distribute the eight-question survey for a minimum of twelve hours during National Library Week, April 17-23. *Libraries Change Lives* is the theme for this annual observance.

"We know that libraries have millions of satisfied customers," Franklin explained. "This survey is an attempt to document that fact, to learn how we can serve them better and let our customers know we care what they think." Librarians across Nebraska are urged to customize the survey by adding your name or logo or asking additional questions.

Libraries are asked to report their survey results by **May 15** to the ALA Public Information Office, 50 East Huron Street, Chicago, IL 60611. Libraries that wish to be part of a special feature on Nebraska library customer satisfaction should also send a copy of their survey reports to Mary Jo Ryan, Nebraska Library Commission, 1200 N St., Suite 120, Lincoln 68508-2023. All responses are confidential and will be used solely for the purpose of compiling a national picture of library customer satisfaction to be used for promoting library use and support. See page eleven for a reproducible copy of the survey.

# How to do it

The customer satisfaction survey designed by ALA is intended as a tool to be used by all types of libraries, one that will generate direct feedback from those we value most — our customers.

Some tips for administering your customer service survey:

**1. You may customize** the survey by adding your library's name and logo in the space provided or by adding other questions that are pertinent to your library. Public libraries should "white out" the reference to students and faculty in Question 8. School and academic libraries should take out the reference to age.

**2. Decide who will distribute** the survey form. You may wish to recruit students or other volunteers for this task.

**3. Decide when to distribute** the form. We suggest that you distribute it for at least 12 hours during National Library Week, April 17-23, 1994.

**4. Decide where to distribute** the survey forms and who should get them. You may wish to station someone at the library main entrance or — at a grocery store. You may also hand out at speaking engagements. Or, send to all faculty members.

**5. If necessary, you may leave survey forms and pencils on a desk with a sign** inviting library users to respond. This should be in a supervised area.

**6. Send a press release** to local/campus media to make people aware that you are conducting a customer satisfaction survey. You may also want to send a follow-up release — "Library users give high marks for service" or "80 percent of library users say they want more hours."

**7. Hold an orientation session** for your survey team. Team members should be instructed to be encouraging — "We will really appreciate this" — but not overly persistent if someone clearly does not wish to participate. Have plenty of pencils to give out.

**8. Make your survey visible.** Post signs saying, "We want to hear from you. Please fill out a Customer Satisfaction Survey today." Have a large box clearly identified ("Return surveys here. Thank you.") to collect surveys.

**9. Have a "coding party"** with your survey team tabulating the results.

**10. Record the total number of responses** to each question and send the results by **May 15, 1994**, to: Customer Satisfaction Survey, ALA Public Information Office, 50 E. Huron St., Chicago, IL 60611. (Note: Comments are primarily for your use. Send only those that you feel are particularly insightful or might be useful for ALA's legislative/publicity efforts.) ●

(Add your library's logo or reproduce on library letterhead)

## Customer Satisfaction Survey

# Let us know what you think.

Our library staff wants to meet your needs. Please take a moment to answer these questions and let us know how we are doing. Place a check mark by the answer that applies.

**1. How satisfied are you with our books and other services?**

Extremely  Very  Satisfied  Somewhat  Not at all

**2. How helpful is our staff?**

Extremely  Very  Helpful  Somewhat  Not at all

**3. How easy is it to find what you need?**

Extremely  Very  Easy  Somewhat  Not at all

**4. How important is the library to you?**

Extremely  Very  Important  Somewhat  Not at all

**5. How often do you visit the library or call for information?**

Weekly  Monthly  Four times a year  Twice a year  Once a year

**6. How often do you ask a librarian for help?**

Weekly  Monthly  Four times a year  Twice a year  Once a year

**7. Are there other things you would like the library to offer?**

More books  More hours  More reference materials

Other (please explain below)

**8. Are you?**  Under 18  18 or older

A student  Faculty/staff  Other

**Please share your comments or suggestions about how we can improve our services to you.**

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**Your name and telephone (optional)** \_\_\_\_\_

*This survey is being conducted in cooperation with the American Library Association and other libraries across the country for a national "snapshot" of library customer satisfaction. Thank you for taking time to comment.*

# News of Nebraska Libraries And People

- **Pat Loos, Lincoln Journal-Star Librarian**, retired after more than twenty-five years with the Journal-Star Printing Company. **Pat Sloan**, formerly reference librarian at the **Legislative Reference Division**, has been hired as the new librarian.
- The **Nebraska Library Commission** was selected as the Rural Partner of the Month for October 1993 by the Nebraska Rural Development Commission. Their October newsletter stated: "The Library Commission has shown vision and action in championing Nebraska's own *Nebraska Online*. The Rural Development Commission thanks the Library Commission and Nebraska's libraries."
- In honor of the Commission's work on *Nebraska Online* **Governor Ben Nelson** presented **Library Commission Director Rod Wagner** with an award recognizing the Commission as a Diamond Member of the Nebraska Development Network at their March 1994 Annual Meeting.
- **Jacqueline Mundell**, former Director of Library and Information Services at the **Library Commission**, resigned to accept the post of Director of the Cleveland Area Metropolitan Library System. **Kate Wakefield**, former **Library Commission** User Services Librarian resigned in January to join the Western Library Network in Lacey, Washington.
- **Kearney Public Library & Information Center** recently received a \$10,000 grant from a private donor for the purchase of children's materials. 1,220 books have been ordered.
- **Vickie Beaver** has been hired as the new Library Assistant at the **Library Commission**, working with State Documents, Technical Services, and NEBASE. **Mike Purser** has been hired as the new Support Services Clerk at the **Library Commission**.
- **Oliver Magee**, Cassette Maintenance Clerk with the **Library Commission's Talking Book and Braille Service**, received the *Senior Achievement Award* from **Operation ABLE**. Oliver was honored at a banquet on March 8 at the Cornhusker Hotel.
- New library directors include **Maureen Battistella**, U.S. Conn Library at Wayne State College; **Laura Margheim**, Lyman Public Library; **Judy Coday**, Wahoo Public Library; **Diane Limoges**, Eastern Township Library, Crofton; **Francine Canfield**, Lexington Public Library; **Clarice Meyer**, Daykin Public Library; **Wanda Marget**, Fairmont Public Library; **Perry Maden**, Hastings Correctional Center; and **Margaret Heller**, Ravenna Public Library.
- Libraries across the state are forming partnerships with business. They include the **Clarks Telephone Company** purchase of Compaq 486 computers for the **Ulysses Township Library** and for the **Clarksville Township Public Library** in Clarks.
- **Sara Martin** was recently promoted to **Library Commission** Technical Services Coordinator. Her new duties include OCLC support responsibilities and supervisory responsibility for the Commission's cataloging and interlibrary loan activities.
- Nebraska librarians and friends were honored by the Nebraska Library Association and awarded the following: **Shirley Flack**, director, **Scottsbluff Public Library** - *Meritorious Service Award*; **Bob Trautwein**, director, **Columbus Public Library** - *Excalibur Award*; **Barbara Fawl**, media specialist, **Morley Elementary School, Lincoln** - *Mad Hatter Youth Service Award*; **Tracy Bicknell**, University of Nebraska-Lincoln Love Library - *Beginning Professional Award*; **Lyle Schreiner**, University of Nebraska-Lincoln C.Y. Thompson Library - *Mentor of the Year Award*; **Chris LeBeau**, Creighton Reinert-Alumni Library - *Distinguished Service Award*; **Lynn Smith**, Metropolitan Community College - *Paraprofessional of the Year Award*; **Laura England**, Bellevue Public Library - *Grassroots Grant* to attend the fall conference; **Linda Miller**, president, **Lexington Public Library Board** - *Trustee Citation*; and **Marion Marsh Brown**, well-known author of books for young people - *Mari Sandoz Award*.

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## Nebraska Library Commission



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## Special Report

### Summary of the Nebraska Long Range Plan For Library And Information Services 1994-1996

Following is a summary of the Nebraska Long Range Plan for Library and Information Service which highlights the Mission, Roles, Key Goals, and Relationships of the Nebraska Library Commission. Each year the Nebraska Library Commission reviews and revises the Long Range Plan with the assistance of members of the Nebraska State Advisory Council on Libraries, the six Nebraska Library Commissioners, and a variety of other library, state-government, and Talking Book and Braille service customers. The complete Long Range Plan for Library and Information Services is available upon request from Sally Snyder, at the Library Commission, 402-471-4003, or 800-307-2665 (in Nebraska only).

#### Mission

The mission of the Library Commission is statewide promotion, development, and coordination of library and information services. As the state library agency, the Commission is an advocate for the library and information service needs of all Nebraskans.

#### Roles

The Nebraska Library Commission strives to increase access to resources and services for all Nebraskans regardless of economic status, geographic location, gender, age, literacy level, ethnicity, physical or mental disability, or other relevant factors.

In meeting its Mission, the Nebraska Library Commission has three major roles:

- To provide leadership, technical assistance and financial support for improvement of library and information services through the state's libraries of all types.
- To develop, coordinate and promote specialized statewide library and information services.

- To provide information and library services to state government.

#### Primary Functions

- Communication
- Consultation
- Education and Training
- Funding
- Research
- Resource Sharing
- Services to Special Populations
- Technology Development

#### Key Goals

##### GOAL 1

Provide library and information services for state government personnel and librarians

##### GOAL 2

Improve the capability of libraries to deliver library and information services to Nebraskans

##### GOAL 3

Encourage and facilitate the sharing of materials, expertise, and information among Nebraska libraries of all types

##### GOAL 4

Support the professional development of Nebraska library and information center personnel and trustees

##### GOAL 5

Support the development of *Nebraska Online*, in cooperation with the Nebraska Development Network, other government agencies, and libraries across the state

##### GOAL 6

Increase awareness of library services available through the Nebraska Library Commission, as well as other Nebraska libraries and media centers

##### GOAL 7

Provide library and information service to Nebraskans who are visually impaired or physically disabled

##### GOAL 8

Improve the Operations, Facilities and Resources of the Nebraska Library Commission

## **Relationships With Libraries And Other Organizations**

All Nebraska libraries are eligible for participation in Commission programs within the requirements of state and federal statutes and regulations. However, the Commission has different relationships with and levels of responsibilities to the different types of libraries and organizations, as described below.

### **STATE GOVERNMENT**

The Commission supplies library and information services directly to state employees to assist them in their work. It coordinates its services with the library programs of the various state agencies. The Commission establishes and maintains working relationships with other state level agencies to ensure the effective use of state information resources.

### **LIBRARY SYSTEMS**

The Commission administers state appropriations for regional and urban library system programs. State level administration is in accord with "A Policy Statement Concerning the Nebraska Library Commission, Library Systems, and Public Libraries (Nebraska Library Commission, 1988)," and "Plan for Library Systems: A Development Guide (Nebraska Library Commission)".

### **PUBLIC LIBRARIES**

The Commission assumes special responsibility for the development of local public library services. This responsibility includes administering a program of accreditation of public libraries, certification of public library personnel, and direct state aid to public libraries. The Commission encourages the expansion of public library service units and the strengthening of existing libraries in preference to the creation of new public libraries. The Commission, upon request, helps local libraries plan for and evaluate their services.

### **SCHOOL LIBRARY MEDIA CENTERS**

The Commission recognizes the responsibility of the Nebraska Department of Education for regulation and state level funding of school library media programs. The Commission encourages participation of schools in resource sharing programs. The Commission encourages the improvement of library services to children in both schools and public libraries through consultation and promotion.

### **POST-SECONDARY LIBRARIES**

The Commission encourages the participation of post-secondary libraries in state library networking, resource sharing programs, and continuing education programs. The Commission encourages the improvement of library services to students, faculty and others using post-secondary libraries through consultation and promotion.

### **STATE INSTITUTIONAL LIBRARIES**

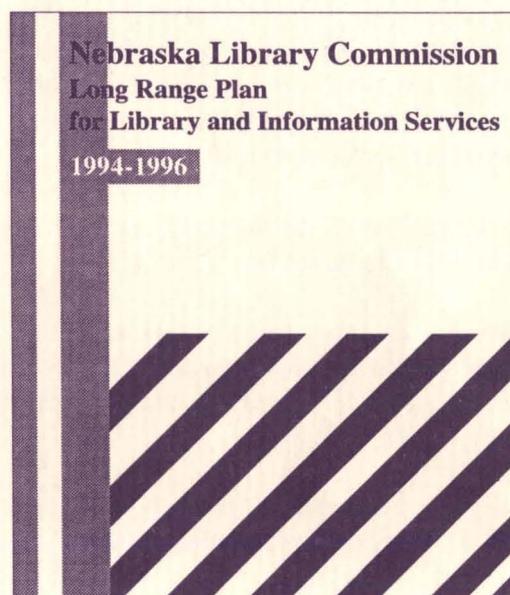
The Commission assumes special responsibility for the coordination and improvement of library services to the residents of state public institutions, as defined by the Library Services and Construction Act, through the state institutional libraries. This responsibility includes providing library staff training, consultation, and ongoing funding for institutional library materials.

### **SPECIAL LIBRARIES**

The Commission encourages the participation of special libraries in state library networking, resource sharing, and continuing education programs. The resources of the state's health, corporate, legal, and other special libraries are important to serving the information needs of Nebraska.

### **OTHER PUBLIC AND PRIVATE ORGANIZATIONS**

The Commission enters into partnerships with other public and private entities for the purpose of accomplishing its mission, goals and objectives.



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