



## Nebraska Library Commission Awarded Federal IMLS Grant

**T**hanks to a \$343,682 grant from the federal Institute of Museum and Library Services (IMLS), the Nebraska Library Commission will develop a marketing campaign to raise awareness of and identify prospects for library service careers.

Through the \$19 million 2004 *Recruiting and Educating Librarians for the 21st Century* grant program, high school and college students will be recruited, matched with mentors and educational opportunities, and provided with stipends, grants, or scholarships to support the pursuit of pre-professional and professional education. A multimedia campaign and resources will be developed in both English and Spanish to achieve a more diverse cadre of library professionals in Nebraska.

The grant application resulted from the work of the Recruitment and Retention Task Force, created by the Nebraska Library Commission to recommend strategies and actions to attract new workers to library service careers and to train and support current library workers. The task force, which first met in November 2002, was created in response to a recommendation from the Nebraska State Advisory Council on Libraries and was

prompted by the need to fill current and expected job vacancies.

The project, *Recruiting the Next Generation of Nebraska Librarians @ the Movies*, will:

- ▲ Develop a marketing campaign to raise awareness and identify prospects for library service careers.
- ▲ Recruit talented and diverse library personnel, matching them with mentor/recruiters and educational/employment opportunities at whatever rung of the career/education ladder they can enter.
- ▲ Provide grants, scholarships, and stipends to support the pursuit of pre-professional and professional training.

This project will increase the number of students enrolled in pre-professional and professional education or training. The primary strategy is a one-on-one, each-one-recruit-one, mentoring approach. The **Recruitment** phase focuses on raising awareness, stereotype busting, and enticing young adults (high school, college) and pre-professional library workers into library skills training at whatever rung of the career/education ladder they can enter. Increasing the number of professionally trained librarians in Nebraska is the ultimate goal.

Mentor/recruiters will be trained to use a multi-media campaign (including a movie trailer, print and broadcast



communication, Web resources, and 3-D exhibits/displays) to identify and inform prospects about the opportunities for rewarding careers in library service. The resources will be made available to K-12, Postsecondary, and public library staff, as well as library supporters and advocates, helping them to form a statewide network of mentor/recruiters. The **Education** phase will match prospects with appropriate educational resources at whatever rung of the career/education ladder they can enter, providing student stipends and internships. The **Employment** phase will match prospects with appropriate employment resources at whatever rung of the career/education ladder they can enter, providing employment stipends and internships.

IMLS is an independent Federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. For more information see the Library Commission home page Announcements, <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)> or contact Mary Jo Ryan, Nebraska Library Commission Communications Coordinator, 402-471-3434, 800-307-2665, e-mail: <[mjryan@nlc.state.ne.us](mailto:mjryan@nlc.state.ne.us)>. ▲

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## From the Director... Library Board Service Nurtures Young Leaders

**R**esults from the 2004 Nebraska Rural Poll underscore needs for education and mentoring to bring young adults and women into community leadership roles. Poll results confirm that younger adults and women are under-represented in community leadership positions. The poll also indicates that younger adults are the group most likely to leave the community. Those involved in community activities, and especially those in leadership positions, are more likely to stay.

The Rural Poll, conducted annually by the University of Nebraska–Lincoln Center for Applied Rural Innovation, continues to track perceptions of rural Nebraskans toward their communities. The findings are important in understanding factors affecting community prosperity, including those that have led to population losses in a number of Nebraska communities.

The importance of creating rituals for leadership transfer to younger generations is a characteristic identified by the Heartland Center for Leadership Development in its 1987 book, *Clues to Rural Community Survival*. Vicki Luther and Milan Wall, the Heartland Center study authors, observed that communities that survive and thrive are ones that involve youth in leadership activities. The corollary is that communities that do not involve youth in decision-making are destined to struggle and decline.

So what do the Rural Poll findings have to do with Nebraska libraries? High quality library services are characteristic of Nebraska's best communities and contribute to community prosperity. Libraries present an opportunity to connect with community residents. They are one place where younger adults can experience leadership roles.

Former Vermont Governor and Democratic Presidential candidate Howard Dean is an advocate for citizen participation in government. He has pointed to service on local library boards as a way to become involved and to gain political experience. Library boards experience the gamut of planning, budgeting, policy-development, and public relations. They interact with community officials and residents. What better way is there for someone to gain political experience than a term or two on the local library board?

Library boards should reflect the composition of the communities they represent. Like many other local government bodies, young adults are under-represented. Library boards can contribute to the positive future of their communities by recruiting and recommending residents, including young adults, for service on the library board and other community organizations. ▲

*Rod Wagner*

**Note:** The 2004 Rural Poll, <[cari.unl.edu/ruralpoll/04community.pdf](http://cari.unl.edu/ruralpoll/04community.pdf)>, is the ninth annual survey conducted by the University of Nebraska–Lincoln, Institute of Agriculture and Natural Resources, Center for Applied Rural Innovation. The results are based on nearly 3,000 responses from a randomly selected survey of 6,300 households.

## Governor Appoints New Commissioners

Governor Mike Johanns recently appointed Jean Ahrens, of Scottsbluff, to the Nebraska Library Commission, replacing Wally Seiler. Ahrens is on the faculty at Western Nebraska Community College and served on the Steering Committee for the 1991 Nebraska Pre-White House Conference on Library and Information Services, *Nebraska Information Partnerships*. Carol Spencer, of Broken Bow, was also appointed to the Commission, replacing Richard Jussel. Spencer has served as a Trustee for the Broken Bow Public Library and as a member of the Broken Bow Public Library Foundation Board of Directors. ▲



**At top: 2004 Nebraska Library Commissioners from left front, Jean Ahrens; Carol Spencer; Mary Nelson. Back: Kristen Rogge, Chair; Patrick Gross; Velma Sims-Shipley.**

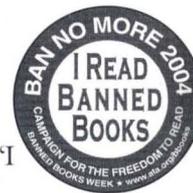


**Above: New Commissioner Carol Spencer (left) visits with Kay Goehring, Library Commission Talking Book & Braille Service Library Readers Advisor at a staff reception honoring the Commissioners.**

## Banned Books Week: Sept. 25-Oct. 2

Banned Books Week: *Celebrating the Freedom to Read* reminds Americans not to take this precious democratic freedom for granted. Each year individuals, bookstores, libraries, and other organizations celebrate the Freedom to Read with displays, events, and programs during American Library Association's Banned Books Week.

This year's campaign slogan, *Ban No More 2004*, encourages supporters to wear buttons proclaiming, "I Read Banned Books." For more information about celebrating intellectual freedom during Banned Books Week, see <[www.ala.org/bbooks](http://www.ala.org/bbooks)>. ▲



## NCompass

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Nebraska Library Commissioners: **Kristen Rogge**, Chair, Johnson, term expires 2005; **Jean Ahrens**, Scottsbluff, term expires 2007; **Patrick Gross**, Wayne, term expires 2006; **Mary Nelson**, Holdrege, term expires 2006; **Velma Sims-Shipley**, Fremont, term expires 2004; and **Carol Spencer**, Broken Bow, term expires 2007. Commission meetings are held the second Friday of every other month, or as scheduled by public action of the board.

*This publication was supported in part by the Institute of Museum and Library Services under the provision of the Library Services and Technology Act.*

## Library Conference to Feature Multicultural Awareness-Raising

### Mary Pipher at Library Conference

In Mary Pipher's book, *The Middle of Everywhere: The World's Refugees Come to Our Town*, she tells the story of how

Lincoln, Nebraska becomes a gathering place for refugees from all corners of the globe. Nebraska, sometimes described as the "middle of nowhere," is increasingly becoming a "cultural crossroad." Dr. Pipher says, "We're becoming a richer curry of peoples." She

immersed herself in the lives of the refugee families that comprise this "rich curry" and emerged with a collection of warm, touching, anecdotal stories of how new arrivals to the United States strive to make sense of this new place, while holding fast to their cultural heritage. "Arrival stories are survival stories," she says, expressing admiration for the resiliency they exhibit.

The Nebraska Library Commission is proud to sponsor Dr. Mary Pipher as the Leadership Keynote speaker for the Nebraska Library Association/Nebraska Educational Media Association (NLA/NEMA) Conference on Friday, October 8. She will lead us through an exploration of how "cultural brokers" (schoolteachers, caseworkers, public health nurses, library staff and volunteers, and

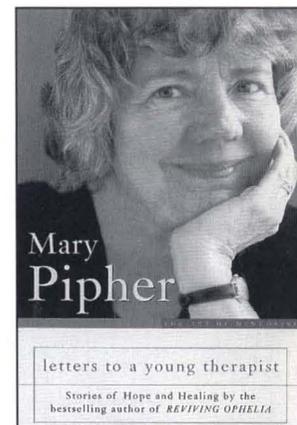
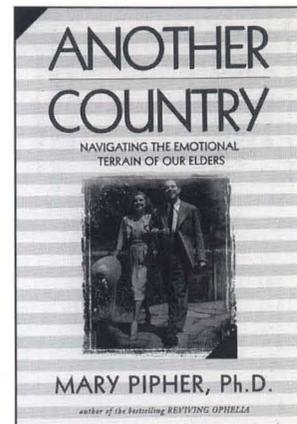
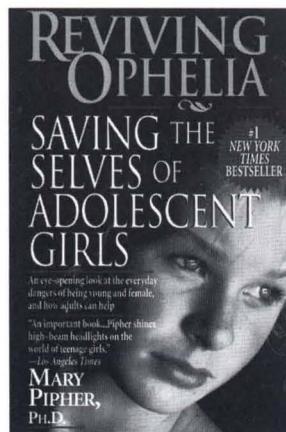


American friends) can help new arrivals to make intentional decisions about what to accept and what to reject in America, easing us into each other's cultures. The session will include a book signing.

Dr. Pipher travels all over the world sharing her ideas with community groups, schools, and health care professionals. Her articulate and passionate delivery creates enthusiasm in all types of audiences. Her down-to-earth stories of hope and resilience inspire people to work together to build a better community. She lives in Lincoln. Her books include:

- ▲ *Hunger Pains*
- ▲ *Reviving Ophelia: Saving the Selves of Adolescent Girls*
- ▲ *The Shelter of Each Other: Rebuilding Our Families*
- ▲ *Another Country: Navigating the Emotional Terrain of Our Elders*
- ▲ *The Middle of Everywhere: The World's Refugees Come to Our Town*
- ▲ *Letters to a Young Therapist*

For more information on Mary Pipher, see <mockingbird.creighton.edu/new/pipher.htm> or <marypipher.net>. ▲



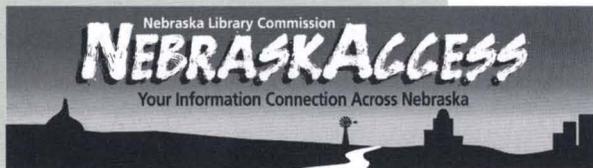
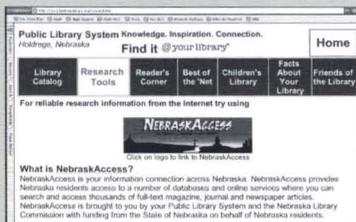
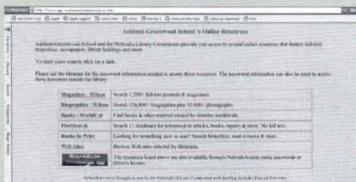
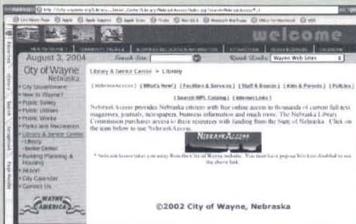
**The NLA/NEMA Conference, *Virtual Places, Physical Spaces—Nebraska Libraries Now*, will be held October 6-8, in Grand Island at the Holiday Inn Midtown and Howard Johnson Riverside Inn. For more information about the conference, see <www.papillion.ne.us/~NLA2004>.**

### Hispanic Voices @ your library™

Hispanic Voices @ your library™ will be offered October 6 as a preconference workshop, featuring Elisabeth Almann, *Spanish that Works*; Yolanda Cuesta, *Multicultural Consultant*; and *Hispanic Authors* Francisco Jimenez (Golden Sower Award nominee) and Luis Rodriguez. This preconference is

sponsored by the Paraprofessional, Special & Institutional, School, Children's, and Young People's Sections of the Nebraska Library Association; Nebraska Educational Media Association; Scottsbluff Public Library; and the Omaha Public Library (South Branch). It is supported in part by state aid

funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission. For more information about the preconference, see <www.nlc.state.ne.us/comp/para/preconf/2004PreConf.html>. ▲



## Registration Still Open for Database Roadshow

There is still time to register for a free day of training on the statewide databases that the Nebraska Library Commission provides free of charge through Nebraska libraries. The Database Roadshow provides training on using the NebraskaAccess databases and hints on how to promote the resources to your customers. The Roadshow is presented in segments, with each focusing on a particular database. During each segment the presenters discuss and demonstrate a database, and the class has hands-on time to practice what they learned.

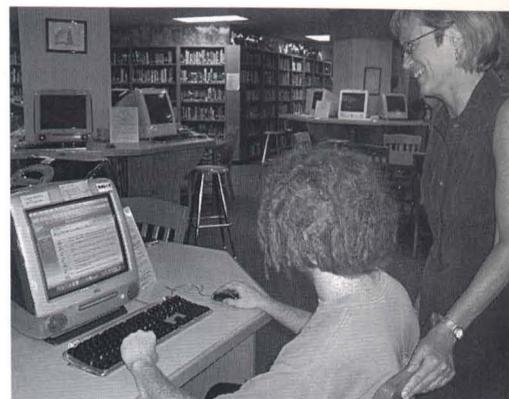
All sessions run from 9:00 a.m.—3:00 p.m., with a one-hour lunch. There is no cost to attend the Database Roadshow. CE Credits = 5 hours. See the Library Commission Web site, <[www.nlc.state.ne.us/nebraskaccess/toolbox/roadshow.html](http://www.nlc.state.ne.us/nebraskaccess/toolbox/roadshow.html)>, for the Roadshow schedule and to register.

## NebraskaAccess Links on Nebraska Library Web Sites

Libraries across Nebraska are building NebraskaAccess links on their library Web sites and publicizing it in their newsletters and other print communication (see the screen shots of Nebraska library Web sites {left} or do a Google search, <[www.google.com](http://www.google.com)> on NebraskaAccess for examples).

## Add a Link to Your Library Web Site

The Nebraska Library Commission Web site has resources to help library staff add a local Web link to NebraskaAccess. Resources at the Promotional & Marketing Materials section of the Librarian's Toolbox include instructions on *How to Add NebraskaAccess Links to Your Library's Web Site*, <[www.nlc.state.ne.us/nebraskaccess/toolbox/addlinks.html](http://www.nlc.state.ne.us/nebraskaccess/toolbox/addlinks.html)> and a simple Web form, <[www.nlc.state.ne.us/nebraskaccess/toolbox/yourownpage.html](http://www.nlc.state.ne.us/nebraskaccess/toolbox/yourownpage.html)> that can be



Lincoln Southeast High School Media Specialist Mary Reiman (right) assists a student using online databases for an assignment.

filled out and submitted to create a localized online resources page. Detailed instructions on how to fill out and submit the form are provided. For more information or assistance using the Web form contact Nebraska Library Commission Network Services staff, 402-471-2045, 800-307-2665, e-mail: <[nebraskaccess@nlc.state.ne.us](mailto:nebraskaccess@nlc.state.ne.us)>.

## Statewide Database Access Renewed

The following electronic databases have been renewed by the Nebraska Library Commission. They are again offered free of charge with funding from the State of Nebraska. Citizens across Nebraska can access these electronic information resources through libraries and (with a Nebraska driver's license) directly from the NebraskaAccess Web site, <[www.nlc.state.ne.us/nebraskaccess/logon.html](http://www.nlc.state.ne.us/nebraskaccess/logon.html)>.

- ▲ FirstSearch Base Package of eleven databases through OCLC (Online Computer Library Center)
- ▲ Wilson OmniFile Full Text Select
- ▲ Wilson Biographies Plus Illustrated
- ▲ Kiplinger Forecasts
- ▲ Books in Print
- ▲ eLibrary from ProQuest (available through public and academic libraries only)

For more information on see <[www.nlc.state.ne.us/nebraskaccess](http://www.nlc.state.ne.us/nebraskaccess)> or contact Nebraska Library Commission Network Services staff at 402-471-2045, 800-307-2665, e-mail: <[databases@nlc.state.ne.us](mailto:databases@nlc.state.ne.us)>.

## Public Library Accreditation Guidelines Revised

In July 2002, the Nebraska Library Commission developed a long range plan entitled, *Making a Difference @ your library™ Nebraska Library Services and Technology Act Plan for Library and Information Services 2003-2007*. The plan calls for the evaluation of the Public Library Accreditation program to address changing library and information needs.

A review process was implemented with an evaluation of the existing *Guidelines for Public Library Accreditation* and an analysis of the accreditation process. Starting in January 2003, public comment was invited, requesting suggestions for specific recommendations for guideline additions, deletions, and other changes. The Guidelines revision was a topic of discussion at more than two dozen meetings held throughout the state during the next fifteen months (including meetings of the Nebraska Library Commission, Regional Library Systems, State Advisory Council on Libraries, Public Resource Library Group, and the Nebraska Library Association). In addition, the Library Commission maintained an open request for input on the Commission Web site <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)>.

In October 2003, a draft version of the revised *Guidelines* was posted to the Library Commission Web site, and this draft was the subject of a session held at the annual NLA/NEMA Convention. Following this session, a revised draft was distributed via the Commission's Web site.

Additional meetings were held, including a statewide videoconference and a meeting with representatives of the Public Library Section of the Nebraska Library Association. Commission discussions and research and testing of guideline data resulted in a third annotated draft of the Guidelines. At the Nebraska Library Commission meeting on May 14, 2004, the Commissioners voted to approve the third draft of the

*Guidelines for Accreditation of Nebraska Public Libraries*, with recommendations as noted.

One significant change in the Accreditation Guidelines includes the adoption of three phases of accreditation based on services and programs offered by libraries. These include the **Essential, Enhanced, and Excellent** Accreditation designations. Another change is the addition of free public access to the Internet as a basic library service, and as a requirement for **Essential** Accreditation designation. In addition, once these *Guidelines* are fully implemented, state aid payments to libraries will vary according to the three phases of Accreditation.

The *Guidelines* document addresses a variety of topics, including governance, funding, staff size and educational level, hours, collection size and currency, equality of access (age, disability, location), policy requirements, board of trustees' requirements (by-laws, meeting frequency, orientation), program and service requirements, and outreach and public relations.

This year, in order to qualify as an **Essential** Accredited library, it is necessary to meet twenty of the twenty-six Essential Guidelines, (including all eight Governance, Funding and Administration Essential Guidelines, plus numbers 9, 11, 14 and 16). To apply for accreditation at the **Enhanced** phase, a library must meet all twenty-six of the Essential Guidelines, as well as sixteen of the Enhanced Guidelines. To be accredited at the **Excellent** phase, a library must meet all of the Essential and Enhanced Guidelines, as well as twelve of the sixteen Excellent Guidelines. Each year, a greater number of Guidelines will be required for a library to be accredited.

For additional information see the Library Commission home page, <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)>, search on Accreditation or contact Kit Keller, Nebraska Library Commission Planning & Data Services Coordinator, 402-471-3216, 800-307-2665, e-mail: <[kkeller@nlc.state.ne.us](mailto:kkeller@nlc.state.ne.us)>.



**Kit Keller (right) discusses Guidelines revisions with Panhandle librarians.**

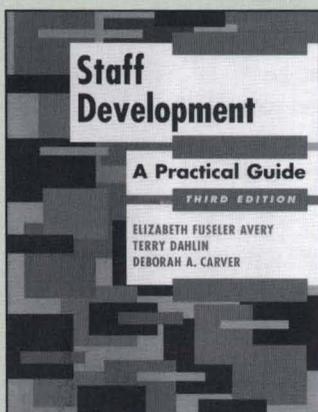
On July 15, 2004, letters were sent to directors of approximately one-third of Nebraska's accredited public libraries inviting them to review the revised *Guidelines* and to apply to renew the library's accreditation certificate. Invitations to apply were also sent to eligible unaccredited libraries.

## Review: **Staff Development: A Practical Guide, 3rd edition**

By Elizabeth Fuseler  
Avery, Terry Dahlin, and  
Deborah A. Carver, ALA  
Editions, 2001

ISBN: 0-8389-0801-2

Reviewed by Kit Keller,  
Nebraska Library  
Commission Planning and  
Data Services Coordinator



Nationally, public libraries spend \$16.96 per capita for total staff expenditures, and this averages more than 64% of all operating expenditures. This makes library personnel a very valuable resource. One important component in the growth and development of quality library service is the caliber of the personnel. A new building, healthy funding, and supportive board members are all important factors, but none of these can be effective without qualified, motivated, and (ideally) passionate personnel to provide services and programs, and to interact with the community.

This book provides a practical guide for ensuring ongoing staff development, which is critical in the "connective era" of organizational development, marked by an ever-changing networked environment demanding ever-changing skills and abilities. The thirty-seven contributors to this book represent personnel from many different types of libraries, with years of experience in the field.

The book addresses the underlying principles and theories of adult learning, with the emphasis shifting from "teaching" to "learning." Consideration is given to the characteristics of adult learners and how these characteristics

should direct the type, content, and requirements of learning opportunities.

The book suggests that staff development programs need to include strategies that facilitate change, involve staff in the planning process, target opinion leaders, and keep staff informed of desired and undesired outcomes. The practical aspects of building a staff development program are highlighted. It stresses that administrative support should include intentionality, diversity, and financial support. The book emphasizes an often overlooked, but important, step in the process—evaluation of the training. Did the training meet the employees' and the organization's needs? Was the intended outcome achieved, in that the organization now provides better service or better programming? This evaluation of outcomes allows for refinement of the staff development process in a continuous cycle, remaining reactive to the changing organizational and information environment.

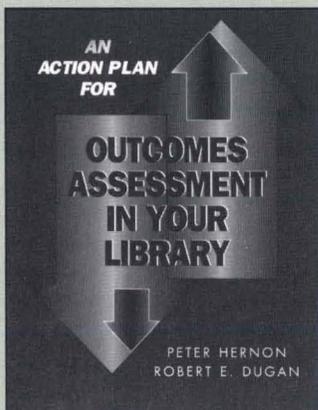
This book provides good background theory, practical suggestions for implementation, and great sample forms. It should be read by anyone responsible for offering continuing education activities for adult learners. ▲

## Review: **An Action Plan for Outcomes Assessment in Your Library**

by Peter Heron and  
Robert E. Dugan, ALA  
Editions, 2002

ISBN: 0-8389-0813-6.

Reviewed by Kit Keller



It is almost impossible for anyone in the library world to be unaware of the growing use of outcome-based evaluation techniques for assessing program effectiveness. The Institute of Museum and Library Services requires outcomes reports from grantees. The Library Commission also requires outcome-based evaluation for grants awarded. So, this book addresses a timely need, assisting staff responsible for developing and providing library programs in measuring and reporting outcomes.

Heron and Dugan provide background on the different ways that standards and assessment function in different library settings, and how these methods have changed over time. Assess-

ment is described as what occurs when an institution or organization examines and evaluates its own programs. Accountability is described as the assessment of an organization's performance by an outside entity. The authors assert that accountability is integral to an institution's effectiveness.

This book contains practical examples and an implementation plan that uses common sense to demystify the buzzwords. It stresses the importance of measuring outcomes in the maintenance of accreditation and funding levels, ensuring improved programs and services that are responsive to local needs. As one source is quoted, "...the role of evaluation is 'not to prove, but to improve.'" (p. 62) ▲

## Commission Awards Grants

### LSTA Grants

Nebraska Library Commission Director Rod Wagner announced more than \$91,000 in Library Services and Technology Act (LSTA) grants. Twelve successful applicants will use these federal funds for digitization projects, services and programs for English Language Learners (ELL), and other projects that support the Library Commission's goals as outlined in the *Making a Difference @ your library™: Nebraska Library Services and Technology Act Plan for Library & Information Services 2003-2007*. Digital Project examples include:

▲ **The Polley Music Library of Lincoln City Libraries** will provide access to a unique collection of musical materials reflecting the history and culture of Nebraska in the late nineteenth and early twentieth centuries. This grant project involves digitizing approximately one hundred pieces of Nebraska sheet music and compiling a Web-accessible database, with biographical information about

composers and lyricists. Curriculum lesson plans will also be developed.

- ▲ **Randolph Public Library's** LSTA project will facilitate enhanced access to local newspapers through digitization. Local community members interested in historical or genealogical research, students, and others will be able to search and print information from archived issues of the *Randolph Times*.
- ▲ **Kearney Public Library & Information Center** will digitize important elements of Kearney's local history. This will provide access to historic information, including city and county newspapers, cemetery records, genealogy information, historic books, and photograph collections.
- ▲ **Hartington Public Library** will provide enhanced access to historical and genealogical resources with new equipment for scanning, printing, and electronic transferring of microfilm images. For more information

about the 2004 LSTA grants awarded, see the list of LSTA Grant Recipients, <[www.nlc.state.ne.us/statistics/lsta/lstarecipients.html](http://www.nlc.state.ne.us/statistics/lsta/lstarecipients.html)> or contact Kit Keller, 402-471-3216, 800-307-2665, e-mail: <[kkeller@nlc.state.ne.us](mailto:kkeller@nlc.state.ne.us)>. ▲

### netLibrary eBook Collection

The Library Commission recently awarded grant funding to help nine small public and school libraries purchase the new SOLINET/NEBASE netLibrary eBook Collection. They will receive up to \$125 towards the purchase of the netLibrary Collection. The 2004 Shared Collection includes popularly used titles in subjects ranging from business and computer science to education, literature, history, reference, and much more. Orders for the 2004 netLibrary collection will be accepted through October 12. For more information see <[www.nlc.state.ne.us/netserv/netlibrary2004.html](http://www.nlc.state.ne.us/netserv/netlibrary2004.html)>. ▲

## Students Urged to Enter Letters About Literature Contest

Nebraska librarians are encouraged to invite young readers to write to their favorite authors. The Center for the Book in the Library of Congress, in partnership with Target Stores, invites readers in grades four through twelve to enter *Letters about Literature*, a national reading-writing contest. To enter, readers write a personal letter to an author, explaining how his or her work changed their view of the world or themselves. Young readers can select authors from any genre—fiction or nonfiction, contemporary or classic. The contest is hosted in Nebraska by the Nebraska Center for the Book.

Judges representing the Nebraska Center for the Book select state finalists, announced in April during National Library Week. Nebraska finalists will be honored by the governor at a ceremony at the State Capitol and receive cash awards and other prizes. State winners advance to national competition and receive cash prizes and Target gift cards. Six national winners receive a Target gift card and a trip to the nation's capitol to read their letters during the National Book Festival. Last year, a Nebraska contestant, **Jackson Fisher of Lincoln**, won the national top prize for Grades



4-5, for his letter to Carl Hiaasen, author of *Hoot*.

For a copy of the official contest guidelines, plus the required entry coupon, see the Nebraska Library Commission home page, <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)>, search on Letters about Literature 2005 or contact Maria Medrano-Nehls, Library Commission Administrative Secretary, 402-471-4008, 800-307-2665, e-mail: <[mnehls@nlc.state.ne.us](mailto:mnehls@nlc.state.ne.us)>, for a print copy. Deadline for entries is December 4, 2004. ▲

## Partnership Leads to Library Technical Assistant Program

The first **Library Technical Assistant** course will be offered in Fall 2004 through Metropolitan Community College. This course is being developed through a partnership between Nebraska's community colleges, University of Nebraska at Omaha (UN-O), and the Nebraska Library Commission. This course is the first in a series of offerings expected to lead to an Associate of Arts Degree for Library Technical Assistants. **LIBR 1010: Introduction to Library and Information Services** will be offered by Metropolitan Community College as a hybrid course (face-to-face and online). The Omaha Metro campus will arrange for face-to-face sites, including field sites located around the state (to be determined by student location). This course is designed to provide a broad overview of the library and information science profession.

Registration deadline is **August 23**.

All Nebraska community colleges will be involved in the development and delivery of future courses. Most of the courses will be offered online or Web-assisted. Negotiations are underway for the future transfer of some of these credits to the UN-O undergraduate library science program. For more information and a description of other courses under development, see the Nebraska Library Commission home page Announcements, <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)>. To register contact Gretchen B. Schaeffer, Fort Omaha Campus, Metropolitan Community College, P.O. Box 3777, Omaha, NE 68103-0777, 402-457-2376, 800-228-9553, e-mail: <[gschaeffer@mcneb.edu](mailto:gschaeffer@mcneb.edu)>.

## Commission Funds Motion Picture License

The Nebraska Library Commission recently renewed a statewide movie public performance copyright compliance site license from Movie Licensing USA, Inc. for all Nebraska public libraries for July 1, 2004 through September 30, 2005. With this license, videos may be shown in the library

facility as part of library programming, at no charge to public libraries. For more information see the Nebraska Library Commission Web site, <[www.nlc.state.ne.us/libdev/motionpicture.html](http://www.nlc.state.ne.us/libdev/motionpicture.html)> or contact Pam Scott, 800-307-2665, 402-471-2694, e-mail: <[pscott@nlc.state.ne.us](mailto:pscott@nlc.state.ne.us)>. ▲

## Prescription for Information: MedlinePlus

Library customers often have questions about health conditions, treatments, and medications. From the public library patron needing information on diabetes to the student doing a project on anthrax, **MedlinePlus** ([www.medlineplus.gov](http://www.medlineplus.gov)), the National Library of Medicine's consumer health Web site, gives librarians a comprehensive, authoritative, and **free** resource for meeting health information needs.

More than 650 *Health Topics* form the core of MedlinePlus. The *Health Topics* pages provide entry to hundreds of subjects, with more added each week. They provide links to information on the topic, current news, connections to related topics, and more. All of these resources are provided online in full text, at no charge. MedlinePlus is a selective list of authoritative health information from reputable organizations like the National Institutes of

Health, not an exhaustive list of every health resource available on the Web.

MedlinePlus also includes a number of *Interactive Health Tutorials*, using sound, pictures, and easy-to-read text on specific health topics. *Drug Information* is available for thousands of medications, and can be accessed by either the brand or generic name, while a comprehensive *Medical Dictionary and Encyclopedia* provides definitions and spellings for more than 4,000 terms, tests, and procedures. *Current Health News* lists news by date and topic for the past thirty days. A Spanish-language interface is also available.

Marty Magee, the National Network of Libraries of Medicine liaison for the state of Nebraska, is available to answer questions or provide training on MedlinePlus, PubMed, or any other National Library of Medicine database, 800-338-7657 or e-mail:

<[mmagee@unmc.edu](mailto:mmagee@unmc.edu)>. ▲

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Sign up to receive notices every time an item is posted, or contact Siobhan Champ-Blackwell at <[siobhan@creighton.edu](mailto:siobhan@creighton.edu)> to receive a daily email notice of what was posted.



## Librarians Urged to Try Commission Web Catalog

Need information on ADA access to libraries, a video for story time, or government information? Check out the Nebraska Library Commission's collection through the new Mandarin Web Gateway on the Library Commission home page, <[www.nlc.state.ne.us](http://www.nlc.state.ne.us)>, click on Commission Catalog. This upgrade, installed this spring, offers a number of new options.

Nebraska library staff members are encouraged to try this Web-based catalog and let Commission staff know how it works for you.

Use these simple steps:

- ▲ Do a basic word or phrase search from the initial Web page.
- ▲ Or choose Enhanced Search to limit by material type or to search by multiple indexes.
- ▲ When you find an item you want, click the Request ILL button (from the Details screen).
- ▲ Follow the instructions or contact the Reference Desk, 800-307-2665, 402-471-4016, e-mail: <[ready@nlc.state.ne.us](mailto:ready@nlc.state.ne.us)>. ▲

## Nebraska Book Festival Set for September 17-18

On September 17-18, the University of Nebraska at Kearney will host the **Thirteenth Nebraska Book Festival**, sponsored by the Nebraska Center for the Book and the Nebraska Humanities Council. Co-sponsors include the Nebraska Library Commission, University of Nebraska Press, Kearney Public Library and Information Center, and *Kearney Hub*.

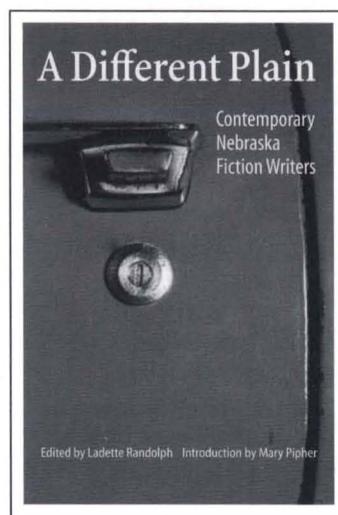
Special activities will focus on the featured book, *A Different Plain: Contemporary Nebraska Fiction Writers*, edited by Ladette Randolph with an introduction by Mary Pipher, and published by the

University of Nebraska Press. Sessions throughout Saturday will offer the opportunity to meet many of the authors, hear them read, and ask them questions. Libraries interested in participating in book discussions prior to the Festival can receive a special purchase discount by contacting Jeanne Saathoff, Kearney Public Library & Information Center Director, 2020 First Avenue, Kearney NE, 68847-5306, 308-233-3280, e-mail: <jsaathoff@kearneygov.org>.

Friday features a day-long writing workshop for high school students, as well as an evening

reception and showing of the movie, *Tully* (open to the public). All activities except the meals are **free of charge**.

For more information see <www.nebraska-bookfestival.org> or contact Susanne George Bloomfield, Nebraska Book Festival Director, 74064 L Road, Holdrege NE 68949, 308-995-8547, e-mail: <bloomfields@unk.edu>.



## The Smartest Card @ your library™ Campaign Launched

Nebraska librarians are urged to use this exciting new campaign to help promote the value of your library during *September: Library Card Sign-up Month*, and beyond. Sponsored by the Public Library Association/American Library Association (PLA/ALA), this campaign will provide sample press materials, posters, downloadable art, and other promotional materials to help get public attention and reach out to key community groups. Downloadable oversized library cards in English and Spanish are available.

This campaign is all about libraries and the services they make possible. Everyone who works in libraries has a role to play. The Nebraska Library Commission has asked Governor Mike Johanns to launch the campaign in September and will provide a Tip Sheet and materials to help to get local library staff, Board Members, and Friends involved in the campaign. PLA has made a multi-year commitment to the campaign and will focus on one or two key external audiences each year. For the initial year these audiences are:

▲ **Influentials: Funders, Policymakers, Business, and Community Leaders**

▲ **Families**

PLA will provide resources to help librarians reach other key external audiences.

▲ **Gen Y: 20-30 year-olds (parents and non-parents)**

▲ **Seniors/Baby Boomers**

▲ **New Americans**

PLA encourages library staff to:

▲ **Be included in media relations materials—let PLA know that you are participating in the launch.**

▲ **Reach out to a local elected official (mayor, city council member) and set up a photo opportunity with an oversized library card featuring the new Smartest Card logo and the local public library.**

▲ **Send a copy of the photo to PLA for possible use in a future issue of *Public Libraries* and *American Libraries* magazines.**

▲ **Develop and distribute a short press release announcing that “Mayor Joan Smith has the Smartest Card—Do You?” and sharing information about the campaign and the local public library (send a copy to PLA).**

▲ **Send stories, press releases and photos to PLA at e-mail: <pla@ala.org>, subject line: September Launch Story; or fax: 312-280-5029.**

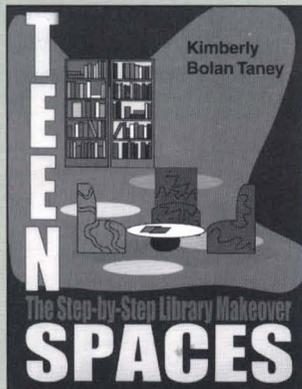
For More Information see the PLA Web site at <www.pla.org>. Giant “Smartest Cards,” book-marks, and posters can be downloaded at <www.ala.org/ala/pio/piopromotions/smartestcardart.htm>. **Smartest Card @ your library™** artwork in English and Spanish can be customized with local library information. For more information about Nebraska’s Smartest Card Campaign contact Mary Jo Ryan, 800-307-2665, 402-471-3434, e-mail:



# Review:

by Kimberly Bolan Taney,  
American Library  
Association, 2003  
ISBN: 0-8389-0832-2

Reviewed by Cherie  
Longmuir, Panhandle  
Library Services  
Coordinator



## Scout Leads Recycling Project

Leif Eric Johnson organized a reuse-recycling project at the Nebraska Library Commission in preparation for his Eagle Scout award. Twenty-six volunteers removed labels from boxes, then cleaned and shelved them for reuse in the Talking Book and Braille Service. Cassettes were prepared for shipment to the National Library Service recycling center in Pennsylvania. Johnson tested the process, asked scouts to donate cleaning supplies, and provided instruction. ▲

## Teen Spaces: The Step-by-Step Library Makeover

In the introduction to this book, the author simply states, "All library users are important." So why would you create special areas and collections for some users and not others? Approximately one-fourth of the population falls into the teenage group. This book offers market research, ready-to-use forms, and low-cost makeover ideas to help you plan and implement a dynamic space that says you care about teens. The underlying theme is that teen involvement is the key element in developing mutual respect and assuring that the space will be used.

The author is a passionate advocate for teens. Yet she realizes the practical limitations of space and staff when evaluating the collection, technology, location, or image. TIPs (Teen Involvement Pointers) provide ideas for working

with teens. Photos show what (even very small) libraries have done. Resources include planning materials, locations to order everything from games to rugs, Web sites and books on design and decoration, and places to learn about teens—from MTV to the National Youth Development Information Center. The key elements of face-out merchandising, attention-getting signage and decoration, comfort, technology, fun programs, and relevant collections are demonstrated in dozens of examples and real library situations. Reading this book will get library staff excited about doing something new in the library, with the added challenge of becoming involved with an energetic and appreciative group of teen library users. ▲

## Making Space for Teens in Libraries

Kimberly Bolan Taney, author of *Teen Spaces: The Step-By-Step Library Makeover*, visited Nebraska for a week in May. The Nebraska Library Commission sponsored five presentations to Nebraska librarians across the state. Three were part of the Nebraska Library Association/Public Library Section Spring Meetings. Participants returned home with ideas, enthusiasm, and plans for their libraries. Eight libraries in Nebraska sent photos of their current teen space and received suggestions for

improvement. Small groups reviewed the library spaces and shared ideas and suggestions that were compiled and mailed to the libraries following the workshops. We look forward to sharing the "after" pictures! ▲



## Library Commission to Provide Support for Digital Collections

The Nebraska Library Commission has licensed OCLC CONTENTdm software to help make digital collections of Nebraska-related materials accessible via the Web. Helping to achieve the Commission goal of implementing statewide digitization initiatives, CONTENTdm provides tools to help libraries provide Internet access to digitized items. The software allows a user to organize, manage, publish, and search digital collections over the Internet.

The Commission will provide technical resources to manage the software and create opportunities for Nebraska institutions to contribute their own digitized collections of material to the database. The end product of this endeavor will be a digital repository of Nebraska-related materials available to anyone over the Internet.

Library Commission staff members are beginning to develop a process to allow Nebraska institutions to add metadata and digitized materials to the database. The Commission will make the database available for participants to begin adding their own digital collections in the spring of 2005. In addition to the creation of this virtual library of Nebraska-related digital materials, the Library Commission will continue to work on the development of digitization best practices and to provide digitization training opportunities for Nebraska institutions. For more information on CONTENTdm implementation see <[www.nlc.state.ne.us/netserv/nebase/digpres.html](http://www.nlc.state.ne.us/netserv/nebase/digpres.html)> or contact Shannon Behrhorst, 402-471-4031, 800-307-2665, e-mail: <[sbehrhorst@nlc.state.ne.us](mailto:sbehrhorst@nlc.state.ne.us)>. ▲

## News of Nebraska Libraries and People

▲ **Dave Eckmann**, Talking Book & Braille Service Book Circulation/Studio Support, was selected **Employee of the Year** and **Shannon Behrhorst**, Library Commission Network Services Director was named **Manager of the Year**. Congratulations Dave and Shannon!

▲ **LaVista Public Library** was awarded a **Human Rights Video Collection** from **National Video Resources**, in partnership with the American Library Association Public Programs Office. For more information see <[www.humanrightsproject.org](http://www.humanrightsproject.org)>.

▲ The Advisory Committee of the Nebraska Library Commission's Talking Book and Braille Service recently appointed: **Avis Wiest**, Ogallala; **Ryan Osentowski**, Lincoln; and **Carolyn Bennett**, Beatrice. Reappointed to a second term are **Roy Holey**, Lincoln, and **Kathy Tooker**, Omaha. Also on the committee are **Candace Laursen** and **Cheryl Roblyer**, both of North Platte; **Kay Paulsen**, Lincoln; and **Susan Roe**, Brady.



▲ Recent University of Missouri-Columbia graduates are the first of the Missouri-Nebraska educational partnership (left to right): **Susan Franklin**, Republican Valley Library System and Hastings College Perkins Library; **Jodene Glaesemann**, Nebraska Library Commission and Lincoln City Libraries; **Casey Kralik**, Joslyn Art Museum Library; and **Martha (Marty) Magee**, National Network of Libraries of Medicine Nebraska liaison.

▲ NEBASE Members Council Delegate **Michael LaCroix**, Director of the Reinert Alumni Library at Creighton University, was elected Delegate-at-Large to the OCLC Members Council Executive Committee.

▲ New appointments by the Nebraska Library Commission to three-year terms on the State Advisory Council on Libraries include **Nancy Cantin**, Director, Medical and Patient Library, Hastings Regional Center, Hastings; **Pat Gross**, Librarian, Gering High School, Gering; **Gretchen Healy**, Library Director, Little Priest Tribal College, Winnebago; and **Mary Ann (MeMe) Smith**, Director, Schuyler Public Library, Schuyler. Appointed to second terms were **Margaret Harding**, Executive Director, Nebraska Library Association, Crete; **John Seyfarth**, Information Systems Manager, Sump Memorial Library, Papillion; and **Jeff Yost**, President, Nebraska Community Foundation, Lincoln.

▲ **Christa Burns**, Library Commission OCLC Member Services Librarian, was appointed Network OCLC Service Managers Chair for the year. **Shannon Behrhorst**, Library Commission Network Services Director, was appointed to the RONDAC executive committee. **Devra Dragos**, Cataloging Librarian at the Nebraska Library Commission was selected to serve on the OCLC Collections & Technical Services Advisory Committee.

▲ **Raymond A. Whitwer Tilden Public Library** hosted the national traveling exhibit, *Listening to the Prairie: Farming in Nature's Image* and sponsored a program on sustainable agriculture, featuring Tom Larson, of St. Edward, one of the four farmers highlighted in the exhibition.

▲ New library directors include Ansley Township Library, **Linda Smith**; Beatrice State Development Center Media Resource Coordinator, **Nikki**

**Elmer Baker**, former York College Administrator and faculty member, died in June. A long time library leader, Elmer was instrumental in the development of the Nebraska Trustee Handbook. He was active in the Nebraska Library Association and served on the Board of Trustees for the Kilgore Memorial Library in York, the Southeast Library System board, and the State Advisory Council on Libraries. On June 6, his family, friends, and library colleagues gathered to honor his lifetime achievements. Elmer will be greatly missed by his friends and colleagues.

**Reisen**; Bruning Public Library, **Marie Huber**; Clarkson Public Library, **Wanda Thompson**; Dakota City Public Library, **Teresa Wessling**; Dorchester Public Library, **Jerry Boller**; Auld Doudna Public Library, Guide Rock, **Barbara Sholtz**; Hemingford Public Library, **Deborah Finley**; Hooper Public Library, **Fran Liston**; Imperial Public Library, **Janet Sears**; North Loup Public Library, **Judy Coan**; Goodall City Library, Ogallala, **Cindy Mielke**; Hastings College, Joslyn Art Museum Library, Omaha, **Casey Kralik**; Omaha, **Erin Bauer**; O'Neill Public Library, **Tanci Mishler**; Osmond Public Library, **Donna Kahny**; Saint Edward Public Library, **Deanna Reardon**; Shelton Township Library, **Michelle Self**; Springfield Memorial Library, **Constance Manzer**; Tekamah Public Library, **Joyce Grass**; and Trenton Public Library, **Carol Schell**.

▲ **Beth McNeil**, Associate Professor and Assistant Dean of the **University Libraries at the University of Nebraska-Lincoln (UN-L)**, received the **2004 Runza Spirit of Service Award** for her work as a volunteer narrator for the **Library Commission's Talking Book and Braille Services**. She was recognized at the Chancellor's Leadership Recognition Reception for her volunteer contributions. ▲



Photo courtesy UN-L Photography.

# Coupons Promote Talking Books

Beginning last fall and continuing this summer, the Library Commission's Talking Book and Braille Service has been engaged in an outreach campaign using "coupon caddies"—envelope-sized pockets with a magnetic strip. These caddies contain coupons good for "free talking book and magazine library service for Nebraskans who can't see to read or hold a book." They also contain a testimonial from Marjory Gloe, one of the Library Commission's long-time volunteer narrators.

Coupon caddies have been distributed by the hundreds to occupational therapists, optometrists, ophthalmologists, and librarians. Care professionals and library staff often serve as intermediaries by connecting individuals who experience a print-related disability with the Talking Book and Braille Service. Use this form to receive your coupon caddy and coupons.

## Send my coupon caddy to:

Library Name \_\_\_\_\_

Staff Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Send this form to:

Maria Medrano-Nehls, Administrative Secretary  
The Atrium • 1200 N Street, Suite 120  
Lincoln, NE 68508-2023  
<mnehls@nlc.state.ne.us> • Fax: 402-471-2083



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See <[www.nebraskabookfestival.org](http://www.nebraskabookfestival.org)>.