



Southeast Signal

News, Events, and Information from Around the System

From the Director



I've had the pleasure of talking to people of many different walks of life about the joys of librarianship. Sometimes I get some interesting myths about librarians told to me as fact.

Myth #1 Librarians need no training – people seem amazed that librarianship requires some sort of training no matter the type or size of the library. There are many who think a person can just plop down in the chair behind the desk and be fabulous in all aspects of the job without the benefit of any training, from the free basic skills course available for public library directors to full-fledged doctorate degrees in library and information science.

Myth #2 Libraries are just places for books – I had an interesting conversation with someone who was bragging that he had thought of the brilliant idea that libraries reinvent themselves and should hold classes and show movies. I then asked if he had gone to a library recently, he said no. I then informed him that this brilliant insight of his has already come to pass and has for years.

Myth #3 Libraries get their books for free – This was an interesting one. There was a fellow that insisted the publishers send their books to the libraries for

free, so there was no need for a book budget for a library. I didn't think he was serious, but he kept insisting.

So those are three of my experiences with myths about libraries. If you have any, I'd love to see them and we'll post them in another newsletter.

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Calendar



November 2016, [Picture Book Month](#)

November 11, Veteran's Day, SELS Office Closed

November 14, National Pickle Day

November 17, [CASTL, David City](#)

November 19, [International Games Day](#)

November 20, National Peanut Butter Fudge Day

November 24-25, Thanksgiving, SELS Office Closed

November 28, National French Toast Day

November 30, Computer Security Day

December 1, Rosa Parks Day

December 2, "[Customer Service: When and How to Break the Rules,](#)" p. 12

December 9, CASTL, Aurora

Further Upcoming Workshops:

January 12, Strategic Planning Workshop, Syracuse

January 26, Strategic Planning Workshop, Geneva

February 17, Database Roadshow at Ashland Public Library, 9:30-3:30

Photo of the Month



Lindsey Tomsu, Young Adult Librarian at LaVista Public Library, interacts with a robotic dragon during her presentation at the SELS Summer Reading Workshop on November 4th.

CASTL Wrap-Up

Upcoming CASTL Meetings

November 17

Hruska Memorial Library
David City
“How to Handle Donations of All Types”

December 9

Alice M. Farr Library
Aurora
“Repurposing Books: Craft Ideas”

January 19

Tecumseh Public Library
“Producing Your Annual Report”

February 16

Jennifer Reinke Public Library
Deshler
“Making Space: Administrative Weeding”

In the October 28th CASTL meeting the topic was “Figuring and Using Your ROI Stats.” ROI is an abbreviation for “Return on Investment.” This is one way to measure the value delivered by libraries to their communities.

It is often easiest to measure the value delivered by computing the total value of the “outputs.” This is the total value market value of the circulation, programs, computer uses, reference questions answered, and so on. One of the easiest ways to compute this is to use a library value calculator such as that found at http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library_calculator. Enter your yearly statistics, and you will get the approximate market value of the services the library delivered to the community. Divide this total market value by the total tax funding (including personnel) in your yearly budget, and you will have your ROI. Typically this number is around 3 or 4. It is a great number to be able to tell your library board, village board, or city council, because it communicates the fact that for every tax dollar invested, approximately [plug in your number] dollars is being returned to the community.

It was noted that ROI measures “outputs,” not “outcomes.” We have numbers for the outputs, but we usually have to communicate outcomes via anecdotes and stories. For example, “Our summer reading program helped 60 students maintain or improve their reading skills during the summer.”

It was also suggested that ROI can be used to help justify funding requests. We can estimate the ROI for additional money towards the library’s collection, or for new computers. For example, we might be able to say that a \$3000 gift or increase in collection funding for new books will have a value of \$18,000 per year initially to the community (assuming that the new books circulate at a rate of 6 times per year). The group noted the circulation figure is far higher for new books than older books, so requests using ROI in this way may be very convincing.

Upcoming Basic Skills Courses

Registration will be open soon for the next set of basic skills courses, offered through the Nebraska Library Commission. To see the full calendar & register for classes, [click here](#). Here’s what’s coming up next:

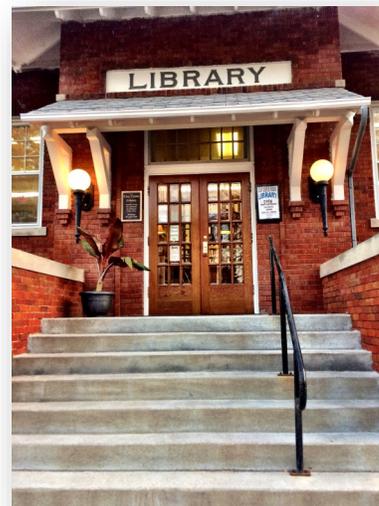
<u>Dates of Class</u>	<u>Topic</u>	<u>Registration</u>
December 5—December 16	Library Service to Children & Youth	October 28—November 23
January 9—January 20	Communication	December 5—December 29
January 23 - February 3	Library Technology	December 19—January 12

News Around the System

Clay Center Public Library Celebrates 100 Years in its Building

Clay Center Public Library celebrated the 100th birthday of the building on November 3rd with an open house from 5:00-7:00 p.m. Clay Center first started a library on January 26, 1910. The present library was built with a large donation from the Carnegie Corporation and generosity of the citizens of Clay Center. The building was opened to the public on November 3rd, 1916.

In honor of the 100th year of service a bronze plaque was placed on the building. There were refreshments and games. Fine forgiveness was available to anyone who asked on this day as a way to say thank you to all who support the continued growth and service of the library. Clay Center is thankful for its library!



Linda Dux Receives “New Professional of the Year” Award

Provided by Debbie Aden

Linda Dux, of Fairbury Public Library, was presented with the “New Professional of the Year” Award by the New Members Round Table of the Nebraska Library Association.

Linda began her library career just a year and a half ago, but has already proven to be a natural as a Children’s Librarian. The children’s area has pretty much looked and been managed the same way for the last thirty years. Since Linda started she has added programming (including weekly movies, new story times, a revamped summer reading program, and an extremely successful “Harry Potter” party last year). She has weeded books that haven’t been touched in years, moved items around to make them more accessible, and creates fun and colorful bulletin boards. Within her first year she also completed the entire Basic Skills Course through the Nebraska Library Commission to get her Public Library Certification.



Personally, Linda is patient and compassionate and treats everyone with respect and dignity. As a longtime resident of Fairbury she understands the community and knows most of the patrons, which helps her director make better decisions about materials and services that Fairbury needs.

News Around the System

Ashland Teens Liven Up Golden Sower Award Presentation

By Heather St.Clair, Photo by Sarah Urwin

Ashland Public Library took a group of 7 kids to NLA to present the Golden Sower Award to Chris Grabenstein. The kids worked with staff member Tanya McVay to create a puzzle for the audience to solve and dress up like characters from *Escape from Mr. Lemoncello's Library*.

Pictured below from left to right:

Back row: Tanya McVay, Chris Grabenstein, Heather St.Clair

Middle row: Nathaniel McVay, MaKenna Larsen, Emma Keith, Lauren Gerdes

Front Row: Logan McVay, Megan Gerdes, Dayna Wilson



South School Library (Falls City) Awarded Grant

Provided by Gail Froeschl

The South School elementary library in Falls City was awarded a \$500.00 Shopko Foundation Charitable Grant for "A Place for Nonfiction and Nonfiction in it's Place". Gail Froeschl, elementary librarian, applied for this grant since many students were having trouble locating topics of interest in the nonfiction section and she had noticed circulation of nonfiction books had decreased. The grant will be used to purchase nonfiction signage from Libraryskills.com to direct students to areas of interest. Her grant application stressed the importance of students reading nonfiction and overall success in comprehension by developing background knowledge, as they read more content-specific textbooks. Reluctant readers can be motivated by reading about a subject they are curious about. The photo shows Shopko managers presenting the check to Mrs. Froeschl and students.



News Around the System

Library Journal Star Libraries in the SELS System Named

Lyons, R., & Lance, K. C. (November 1, 2016). America's Star Libraries. *Library Journal*, 141 (18), 26-37.

According to Library Journal, "Eligible libraries are grouped by total operating expenditures and then, within each of those groups, rated based on how their five measures compare to the peer group's means (or averages) of these five measures: library visits, circulation, program attendance, and public Internet terminal use --and, now, electronic circulation. As always, the constellation of Star Libraries changes with the data reported, the movement of public libraries from one spending peer group to another, the relative fortunes of libraries in the same peer group, and the actual fortunes of individual libraries" (27).

In Southeast Library System, **Central City Public Library received 4 stars**. Way to go!



Also, **Falls City Library and Arts Center received 3 stars**. Congratulations!



News Around the System

Spook-tacular Bash in Geneva

Provided by Sarah Johnson

The Geneva Public Library hosted over 70 children and young adults at the 4th annual Spook-tacular Bash on Friday, October 28. The two hour party was held on a no school day and featured ten Halloween-themed games, including Boo-k Golf, Pumpkin Bowling, and Tic Tac Gourd; two prize drawings; fall bookmark coloring; and snacks.



News Around the System

Clarks Public Library hosts Halloween Activities

Provided by Barbee Sweet

The library hosts an annual bling your pumpkin bucket decorating event each year before Halloween. Pumpkin buckets are provided, participants are asked to bring their own decorating supplies. The library also has an annual Little Spooks Parade. The kids all meet at the library, then they parade and trick-or-treat the businesses. Before the trick-or-treating begins, there is a hay rack ride around town followed by a free hotdog meal.



News Around the System

After School Snack Time in Stromsburg, Repainting

Story by Monica Tidyman, Collage (including photos) by Dorinda Brown, photo by Monica Tidyman

The Stromsburg Public Library held an After School Snack Time on Tuesdays in October. Anywhere from 12-25 children showed up to make an easy snack and participate in games and activities. The games were simple: Bingo, Hangman, and Jeopardy! from an old summer reading disc with various activity sheets to occupy the children while waiting for everyone to arrive. The snacks were easy, hands on snacks that the children could participate in, such as cereal treats that they shaped into pumpkins, ice cream sundaes where they could add their own toppings, trail mix that they mixed themselves, and finally caramel apple slices with toppings to dip the caramel into. It was a very successful program, but if continued sponsors would be needed to cover the cost of food.

Also, the library interior was painted in September (upper right)!



News Around the System

Activity at Hebron-Secret Public Library

Story, photos, and collage provided by Terry Olson

What a busy time of year! Hebron Secret celebrated our "Spooktacular" Fall Story Time on October 15, with a fun group of children. How they enjoyed *Monster Needs a Costume!* On October 31st, we collaborated with the Hebron Chamber, Lions Club, and many other organizations for the Hebron's Halloween Parade and Trunk-or-Treat. We were in costume at a street booth promoting "Spooktacular" Books at our library, reading stories, promoting our next Story Time and handing out treats to the kids.



Halloween Fun at the Trunk-or-Treat



News Around the System

Milligan Public Library Hosts Events

Provided by Shirley Brunkow, story time leader and Library Board treasurer

Story time at the Milligan Public Library on Tuesday, October 25, 2016 found a group of boys and girls listening to *The Ghost with the Halloween Hiccups* by Stephen Mooser read by Shirley Brunkow. The photo shows the boys and girls decorating their pumpkins using duct tape for the pumpkin's features. The pumpkins were provided by the Farmers and Merchants Bank of Milligan.



The photos below show Charlotte Endorf telling about *Nebraska Spirit: The North Platte Canteen*. The program was sponsored by Nebraska Humanities.





CUSTOMER SERVICE

How and When to Break the Rules

Who gets which kind of service at your front counter? What if the rules interfere with great customer service? What if a new situation comes up that is not covered by The Book? And what if a new rule is causing havoc with customer relations, and you are the one who has to save the day: What is the right way to break the rules?

December 2, 10 am—3 pm

Free!

Includes lunch and 4 CE

Eisley Branch Library, Lincoln

Workshop presenter is well-known library consultant Pat Wagner

Information and registration:

<http://bit.ly/Dec2SELS>



Jumping the Fence

This activity is supported with funding from the State of Nebraska and from the Institute of Museum and Library Services under the provision of the Library Services and Technology Act as administered by the Nebraska Library Commission.

Southeast Library System Friends News

The Southeast Library System Friends had another successful conference experience this year. A Giant Jenga game was raffled and the winner of that was Rachelle McPhillips. The shredded book once again received a lot of attention and the new “unshredded” book and action figure prizes went to Jill Sempek. A lot of candy was sold as well, proving that librarians really are the sweetest of them all!

Upcoming events include a book fair at the South Pointe (Lincoln) Barnes & Noble event on November 26. See the full page poster on the next page for all of that information, including how to send in your order early!

A private movie showing of *Fantastic Beasts and Where to Find Them* has been scheduled for 10:00 a.m. on November 19 at the Rivoli Theatre in Seward. We had a great turnout last year for the Star Wars movie and hope the audience for the new Rowling show will equal this. See the graphic below for the movie details and plan now to attend!

Stay tuned for other events coming up and thanks for all of your support for the SELS Friends group!

Becky, Tom, Lisa, Karen and Jan
SELS Friends Board



**SOUTHEAST
LIBRARY SYSTEM**
Friends

Private Movie Showing

Where: Rivoli Theatre, Seward, NE
When: Saturday, November 19, 10:00 a.m.
 (doors open at 9:30)
Who: SELS Friends & guests

Reserve your seat by Nov. 17 and SAVE!
 \$5.50 movie cost plus \$1.50 for SELS Friends

Price after Nov. 17:
 \$5.50 movie cost plus \$4.50 for SELS Friends

FREE PARKING - GREAT CONCESSION PRICES

All admissions will be paid for at the door.
 To reserve a seat in advance, email info@selsfriends.org

**FANTASTIC
BEASTS**
& WHERE TO
FIND THEM

SAVE
THE DATE

Southeast Library System's
Barnes & Noble
Bookfair
Saturday, November 26
Barnes & Noble at
SouthPointe Pavilions in Lincoln
Benefiting the SELS Friends!

- Free gift-wrapping from 10:00 a.m. – 2:00 p.m.

Don't forget that purchases at the coffee shop also count, but you do need to remember to tell all cashiers that your purchase(s) should benefit the bookfair!

*To ensure that your personal or library order is ready to be entered on the bookfair date, please email Jen Jackson at crm2939@bn.com by **NOV. 16** so she can have all materials ready for you!*

Can't attend our bookfair at Barnes & Noble?

Visit **BN.COM/bookfairs** to support us online
from 11/26/16 to 12/1/16
by entering Bookfair ID 11987336 at checkout.

A percentage of your Barnes & Noble purchases
will benefit the Southeast Library System Friends.

Please contact us at
info@selsfriends.org
if you have questions about this event.

Hope to see you there!



Palmyra Memorial Library



“Book” Your ESCAPE NOW!!
Our library, for a limited time
only, will be an

ESCAPE  ROOM.

**This special event is for
families or small groups.**

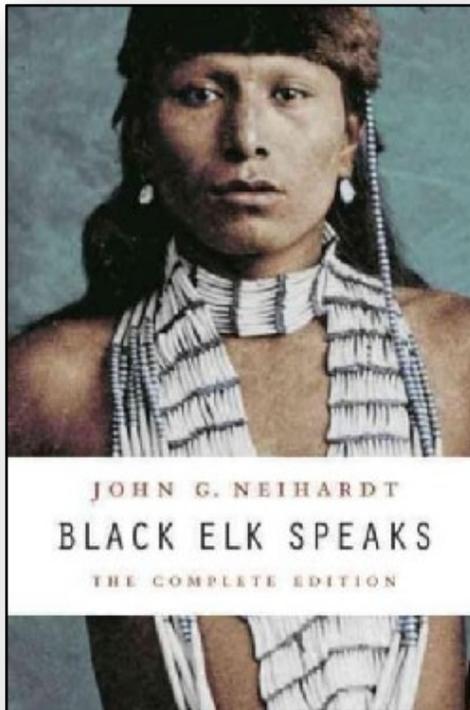
- 4-8 people per visit
- \$10.00 per person
- Select days November 18 – December 31, 2016

Call 402-780-5534 or
E-mail: palmyramemoriamlibrary@gmail.com to reserve
your time. Check Facebook for more information.

Money raised will help pay for a new laptop!

System Spotlight

SELS Book Kit Available Soon for 2017 One Book One Nebraska Pick



Black Elk Speaks is the pick for the 2017 One Book One Nebraska. The story of the Oglala Lakota visionary and healer Nicholas Black Elk (1863–1950) and his people, offers readers much more than a glimpse of a vanished time. Black Elk’s searing visions of the unity of humanity and Earth, conveyed by John G. Neihardt, have made this book a classic that crosses multiple genres and generations.

Southeast Library System

<http://libraries.ne.gov/SELS/>

Butler • Clay • Fillmore • Gage • Hamilton • Jefferson • Johnson • Lancaster • Merrick • Nemaha • Nuckolls •
Otoe • Pawnee • Polk • Richardson • Saline • Saunders • Seward • Thayer • York

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