

# Straight*talk*

News For And About The Libraries Of Northeast Nebraska

## ALA Conference Report

I attended the ALA Annual Conference in Chicago from June 28-July 2. The conference was held in the massive McCormick Place convention center, the largest convention center in the country. ALA only used two of the center's four buildings.

This was the first time I had attended the conference, so I knew from the start that there would be a lot for me to take in. I took the opportunity to ride a charter bus with 20-some other librarians from across Nebraska, thanks to a grant that the NLA received.

Between the 800 exhibitors and just over 2,300 sessions to choose from, the conference is full of great ideas for any library. Out of all the sessions I attended, only one ended up not being what I was hoping for. That's not to say that I thought it was going to be a "bad" session, it just wasn't going to have the kind of information that I would have liked to hear about based on its title and brief description. I have included details about five of my favorite sessions on page 3 and four things I learned about in the exhibit hall on page 5.

Outside of everything I learned during the sessions, I really enjoyed getting the chance to talk to other librarians from across the country. I even spoke to one who's husband's family was originally from here in Columbus. Discussing what we did in our respective libraries was a fascinating experience and a great opportunity. I know I met several that I would like to keep in contact with.

Next year's ALA conference will be held in Las Vegas. If you are concerned about the high cost of attending, keep in mind that the Commission offers continuing education grants for librarians to attend professional conferences.



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## HOW CAN WE HELP? : THE AFFORDABLE CARE ACT, HEALTHCARE MARKETPLACE, AND THE NEBRASKA LIBRARY COMMISSION

As almost everyone is aware, the next phase of the Affordable Care Act, and more specifically the Healthcare Marketplace Open Enrollment, goes into effect October 1<sup>st</sup> of this year. The Nebraska Library Commission has been pulling together resources to aid libraries and librarians in guiding patrons to the information they will need for Open Enrollment. The list of questions and resources is growing, as the Commission continues to talk to the various departments and agencies that oversee the ACA process here in Nebraska. To get you started, here are a few of the most important websites to become familiar with.

<https://www.healthcare.gov/> -- The Federally run Health Insurance Marketplace for Nebraska.

[Centers for Medicare & Medicaid Services FAQs](#) – The top Health Insurance Marketplace questions.

[Nebraska Department of Insurance ACA](#) – information for consumers, health care providers, agents and navigators, companies, and small businesses.

<http://marketplace.cms.gov/> -- Under “Get Official Resources”: publications, articles, and brochures for professionals, librarians included.

<http://www.webjunction.org/events/webjunction/>

[Libraries and Health Insurance Preparing for October 1.html](#) -- WebJunction recently hosted a webinar on Libraries & Health Insurance: Preparing for October 1.

These are just a few of the resources available, so stay tuned to the Nebraska Library Commission webpage for updates. If you have any questions, please call or email us at any time!

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## 5 ALA Sessions

**20 programs under \$20:** Like the title suggests, this session was all about inexpensive programming for kids and teens. Some of my favorite ideas include: marshmallow guns made from pvc pipe, creating t-shirt stencils from freezer paper, ironing them to the shirts, and then painting inside the stencil (I have also seen this done with a bleach/water mixture with older teens), and a series of smaller activities that fit together to be called “Spy Society”, which includes activities such as relay code-breaking, a laser hallway obstacle course made from crepe paper, and a shooting competition with rubber band guns.

**More with Less: Putting Public School Library/Public Library Collaboration to Work for You:** This session focused on two different ideas for collaboration. The first is based on an international contest called StoryTubes. In this contest, kids/teens make a short video talking about their favorite book before posting it online to enter the contest. Collaboration here would depend on the particular resources each library has, but the general idea is that one would help shoot the video and the other would help edit and upload it to either YouTube or TeacherTube, a small YouTube alternative that is safe for schools.

The second is an idea that I first heard about during this year’s Big Talk for Small Libraries. This idea focuses on having kids/teens write critical reviews for books and then posting them online or in a newsletter. It was encouraged that you try to get some advanced reader copies of upcoming books because participants will love being able to say that they read a book before everyone else. In this idea, the school librarian would assist the participants in writing the critical review and the public library would then post the review on their website and add it to their readers’ advisory resources.

**GenLit & GenreX: Programming for 20 and 30-somethings:** This session was about creating a dedicated collection and specific programming aimed at people in their 20s and 30s.

For the collection, it was recommended that it be a mix (not separated due to size) of fiction and non-fiction. Fiction should be trade paperbacks from all genres, published in the last 10 years, and have a younger protagonist or author. Non-fiction should be primarily comprised of memoirs, travelogues, essays, and humor because of their overall popularity in this age group. It’s recommended that you budget specifically for this collection and you can also use materials from your regular collection to help build it up.

For programming, one of the biggest pieces of advice was having events for this age group later in the day—sometimes after hours if you can accommodate it. Something like a book club that meets at a local restaurant (or bar as the presenters suggested) with a lighter discussion than a traditional book club can attract a good audience. Other suggestions included an adult spelling bee, a riff on the Dating Game tv show from 1960s, and a game where a movie is muted with subtitles and participants must provide the dialogue.

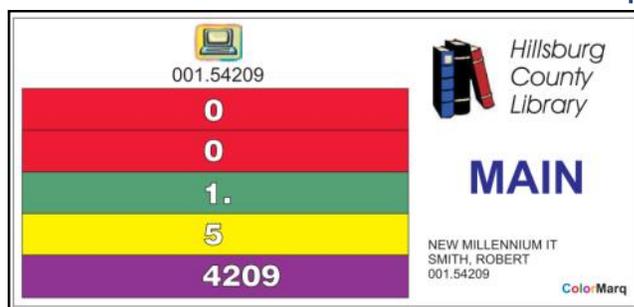
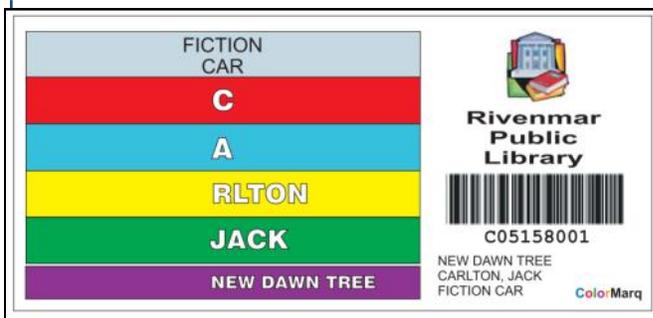
**The Elusive Library Non-User:** The first key in finding out about non-users is that you will need to go where they are. Focus groups, interviews, and surveys will help you better understand their attitudes towards the library. One interesting fact is that you may find non-users in the library. They're the ones who bring their children, but don't actually use the library themselves. When gathering information, make sure you include questions to see if their non-use comes from personal reasons and/or things about the library itself. Use the surveys, focus groups, and interviews to find out why they aren't coming so you can then ask what you can do to try to bring them in.

**The Future is Now: Rural Library as Innovation Incubator:** Innovation is necessary—you can't stay in place and do the same thing everyday. This is a situation where there is no book. You have to write the book because it is your vision, library, and community. When beginning to try out innovative ideas, it is important to recognize the difference between failing and failure. Failing is ok because you can learn something from it. Everything will not always go exactly as you hope it will. Failure is giving up and being afraid to try. Start with small tests of change and see what happens. Innovation is not an overnight success. Don't be afraid to partner, especially with kids and teens in the community. They often have huge ideas and to them, the possibilities are endless. In essence, the idea of innovation for rural libraries can be summed up into four brief statements: "Think big. Plan smart. Start small. Grow!"

## ALA Exhibit Hall

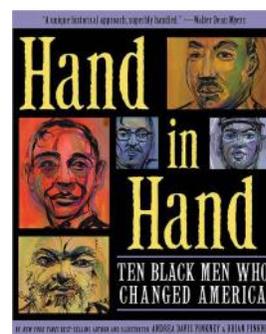
**Mango Premier:** The Mango Languages booth was getting a lot of buzz because they were giving a preview of the new version of the full product that is due out later this year. The new version will include subtitled videos with color coded subtitles in the video's original language and English so you can see how the grammar structure and language as a whole works as you watch the movie. Movies are broken down into scenes with a list of vocabulary to learn and the option to watch either the entire scene or to break it down into shorter, conversation-sized pieces.

**ColorMarq:** This is an alternative to the standard spine labels that is typically used by libraries. It uses colors to represent each number in a barcode and displays them vertically on the spine label. The representative that I spoke to said that it is very helpful for people with dyslexia because the colors help them keep numbers/letters in the correct order. As you can see below, there are a lot of customization options available. Another benefit of the labels is that they do not have to be used on the entire collection—you can use them wherever you think your patrons will benefit from them the most.



**All Work and No Play: New Reference Librarians and Stress:** This was one of the poster sessions on display in the hall. One of the interesting points was the idea of crossover stress and how new librarians may take stress from work home with them and vice versa. The poster also noted that over-empathizing can lead to crossover stress. Self-expectation can also cause a lot of stress for new librarians because of self-doubt, self-pressure, and a fear of under-education. Advice for coping included connecting with a mentor, reframing failure into learning opportunities, and learning to say “I don’t know” and not becoming obsessed over it.

**Hand in Hand: Ten Black Men Who Changed America by Andrea and Brian Pinkney:** This Coretta Scott King award-winning book tells the stories of ten influential men from slavery to the modern times. The stories are easy-to-read and each is accompanied by multiple painted illustrations. This book would be a great starting point for children to begin learning about important aspects of not only African American history, but American history as a whole.



# Library Happenings



Kids at the Lied Pierce public library made covers for notebooks and sewed a pouch for money at a Back to School event.



Terry Waterman, the "Bone Collector" visited the Pilger public library. The kids were fascinated and hung on to his every word.



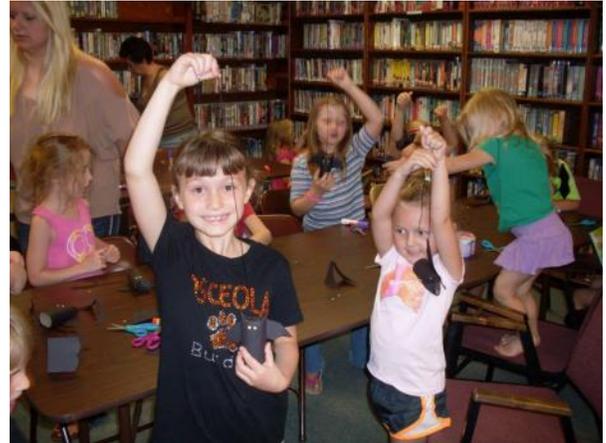
An Andrew Carnegie impersonator was part of Ponca public library's 100th anniversary celebration.



Columbus started its first Little Lending Library in August. It's located on 40th Ave at the Columbus Housing Authority.



Kids at the Wayne Public Library play a game called "Lunch Bag Lift" during a Back-to-School event.



Bats invaded the Osceola Public Library.



X librarians from across Nebraska attended the 2013 Library Leadership Institute at the St. Benedict retreat center in Schuyler.

2013  
NLA/NSLA  
Pre-  
Conference

Wednesday  
October 9, 2013  
1:00—4:00 PM

Younes  
Conference  
Center

416 Talmadge  
Street

Kearney NE  
68845

## *Breaking Down Barriers to Excellent Customer Service: Body Language and Social Barriers*

**Presenter: Theresa Dickson**

Assistant Director for Planning  
and Operations at the Pioneer  
Library System in Norman, OK

We will look at both sides of the “desk”: who is wanting service and who is delivering what is defined as service. We will also look at the cultures of customer service: ours, theirs, the “times” and investigate non-verbal communication codes including signage, way-finding and body language. The session will include scripting and group work for re-tooling.



**REGISTRATION : \$35**

You can register online at

<http://nebraskalibraries.org/conf2013>

*Sponsored by the Nebraska Regional Library Systems*



## Upcoming Events

**September 5:** Target Meeting, Albion public library 1-4pm

**September 11:** Annual Meeting registration deadline

**September 18:** Annual Meeting, Lifelong Learning Center,

Norfolk

**October 9-11:** NLA/NSLA annual conference, Kearney

If you have a book review, piece of news, or photo that you would like to share with your fellow Northeast Nebraska libraries, email it to Sarah at the NELS office.

[nelsdirector@gmail.com](mailto:nelsdirector@gmail.com)

## Northeast Library System Board Minutes

Wednesday, July 17, 2013

The Northeast Library System Board met on Wednesday, July 17th, 2013, at the Emerson Public Library. The meeting was called to order at 10:00 AM by President Judy Hagen, and roll call showed board members Judy Hagen, Beth Foulks, Tami Anderson, Dawn Tucker, Judy Hilkemann, Kathy Ageton, Elaine Tobias, Mary Anne Schwarten, and Tim Sebade present. Also present were Director Sarah Warneke, Shelia Cermak, and JoAnn McManus and Mary Jo Ryan from The Library Commission. Dee Johnson was approved as an alternate. (Ageton – 1M, Johnson - 2).

The May minutes were approved. ((Johnson – 1M, Tucker – 2)

Cards of thanks were shared by Director Sarah Warneke.

Shelia gave the financial report. A new contract was received from The Nebraska Library Commission reflecting no cut in funding. An audit review will be done before the September meeting. Next year a full audit will be required. The report was approved by roll call. MCU

Reports and handouts from the Nebraska Library Commission were presented by Mary Jo Ryan and Judy McManus. The report included a review of current events at the Library Commission, an update on BTOP, and news of the Smart Investing @ your library grant project. A copy of the childrens' book, *Bag in the Wind*, written by poet laureate Ted Kooser was presented to each library represented.

Director Sarah Warneke reported activities with which she has been involved at various libraries and with the Nebraska Library Commission. Sarah attended the ALA convention and reported on several sessions pertinent to our libraries.

The budget committee plans to meet today to decide on reinvesting a CD that has come due. The personnel committee will be meeting in the near future to conduct a review. The continuing education committee awarded three scholarships for the ARSL. The nominating committee is seeking nominees for next year's board.

**Old business** included a review of the projected budget for next year. Since the allocated money from NLC is not changing, the budget shows only minor changes in several categories.

### **New business**

A list of dates and locations for next year's board meetings was handed out and discussed. It includes 2 virtual meetings, January and May.

Members shared activities at their various libraries.

The next meeting will be September 18 at the Learning Center in Norfolk during one of the sessions of the joint workshop with ESU 1.

Claims of the Day were approved by roll call. Johnson (1), Anderson (2) MCU.

Meeting was adjourned at 11:45 AM. (M)-Ageton, (2) Johnson.

Respectfully submitted,

Beth Foulks, Secretary

## Northeast Library System

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The Northeast Library System serves the counties of Antelope, Boone, Boyd, Butler, Cedar, Colfax, Dakota, Dixon, Holt, Knox, Madison, Merrick, Nance, Pierce, Platte, Polk,

“A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert.”

~ Andrew Carnegie

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Please contact  
Sarah Warneke  
or Shelia Cermak  
at the Northeast Library  
System Office  
with any questions  
or concerns.  
Sarah Warneke, editor

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### Our NELS Board Members

Judy Hagan, *President*, Atkinson Public Library  
Kathy Ageton, *Vice President*, Lutheran High Northeast  
Beth Foulks, *Secretary*, Ponca Public School  
Audrey Loosvelt, Madison Public School  
Dawnn Tucker, Lied Pierce Public Library  
Elaine Tobias, Pilger Public Library  
Judy Hilkemann, Norfolk Public Library  
Mary Anne Schwarten, Emerson Public Library  
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