

Nov/Dec 2014

# Eastern Express

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Serving Burt, Cuming, Dodge, Douglas, Sarpy, Saunders and Washington Counties

## From the Director

by Gail Formanack

As you probably know, the membership of Eastern Library System voted at a special meeting held in South Sioux City in October to merge with the Northeast Library System effective January 1, 2015. Therefore, this will be the final edition of The Eastern Express. As we come to the end of the Eastern Library System era, we can reflect back on a wealth of great support and services it has offered to libraries. It has been my privilege to serve on the board and then as director for the last year and a half. What I've learned is that no two libraries are the same. A program or service that works in one library may not fulfill the needs of another community or school. The unique needs of each library community are what drive the design of its mission, vision, and services. This was especially apparent as I visited public libraries across the region this summer and saw the unique design of each summer reading program. What all programs had in common were the smiling faces of the participants as they engaged in meaningful programs and devoured lots of great books.

As Three Rivers Library System (TRLS) gets ready to take over, do know that its leaders are prepared to listen and learn as they design programs and services to meet your unique needs. Some programs and services will remain, others will be tweaked, and new ones may be created based upon the needs expressed by member libraries. Don't hesitate to communicate with the Three Rivers Library System transition team members. They are dedicated professionals volunteering their time to create this new entity to support



libraries in a 21-county area of Nebraska. They have finalized bylaws and a six-month budget and are working on other organizational policies and practices. A service plan has been approved, and they are engaged in a search for a full-time executive director to take on the consulting and professional development tasks. The goal of Three Rivers Library System is to create smiling faces among member libraries as it supports you in providing the best service to your patrons as possible.

It is important to know that librarians can attend regional meetings and workshops in any of the remaining four systems. However consulting services will only be available from the staff in your assigned region. We hope that all current ELS and NELS listserv members can automatically be transferred to the new TRLS listserv. However you may want to sign up for other system listservs so you are aware of the training and activities available in other regions.

As the transition happens, please continue to contact the system through its current phone number. A Three Rivers website will be up and running soon. I will once again attempt to retire from full-time work, but libraries will always be in my heart so I'll remain involved in some fashion. I've been privileged to meet many wonderful librarians throughout the system, and I have every confidence that Three Rivers Library System will be able to meet your needs. Best wishes for a Happy Holiday and prosperous New Year.

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Assistant Director

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### ELS Board of Directors

(2013-2014)

Rose Barcal

Francine Canfield

Laura England-Biggs

Nora Hillyer

Marcia Jussel

Lowen Kruse

Tammy Lorenz

David Privett

Anneka Ramirez

Gayle Roberts

Rosa Schmidt

Sarah Swain



## Upcoming Events

**Dec 12th** - ELS Board Meeting, 9:30 am—ELS Offices

**Dec 24-26th** - Christmas — Office Closed

**January 1st** - Three Rivers Library System will take care of you!

**Jan 5th to 16th** - Basic Skills Course: Customer Service. Register by Dec 23 at <http://nlc.nebraska.gov/CE/BasicSkills/>

**Jan 26th to Feb 6th** - Basic Skills Course: Communication. Register by Jan 16 at <http://nlc.nebraska.gov/CE/BasicSkills/>

**Feb 23rd to Mar 6th** - Basic Skills Course: Reference. Register by Feb 16 at <http://nlc.nebraska.gov/CE/BasicSkills/>

**Mar 27th** - Creating Caring Connections: A powerful approach to building relationships with young children, 9 am—Sump Memorial Library, Papillion

**Jan 9th** - TRLS Board Meeting, 1 pm—NELS Office, Columbus

**Spring** - School Librarian Day— UNO, Roskins Hall

**Spring** - Summer Reading Program Workshop— TBD

## Tech Tip of the Month

by Gail Formanack

For many years, I struggled with ways to manage access to computer files at both work and home. I used flash drives (easily misplaced) or e-mailed them as attachments to myself, but it often became frustrating to figure out which version of the file had the most recent edits. When working collaboratively with colleagues, we also shared files via e-mail, but this too became challenging for the same reason.

Cloud storage with a service such as Dropbox has greatly helped with this. When you put your files in Dropbox, you can get to it from your computers, phones, or tablets. You can share access to your files with anyone to whom you give permission. Brian and I have been sharing documents and files through Dropbox, and this really helps eliminate the challenge of knowing who has the most recently edited version.

I've even used it when I consulted in a library about a strategic plan. I edited a draft version and saved it to Dropbox. Instead of e-mailing it in advance of our meeting, I pulled it up on her computer and explained the reasons for the changes in person, and she was able to save the edited version to her computer.

You can sign up for a free 2 GB of storage space at <https://www.dropbox.com>

## Get Your Patrons "Hooked"

By Gail Formanack

A column in the Omaha World Herald caught my eye recently. The author, Jennie Wong, cited a book by Nir Eyal of Stanford University who wrote *Hooked: A Guide to Building Habit-Forming Products* in which he describes the four components of a "hook" or an experience designed to connect your customer to what you offer.

**Step 1: Trigger** – There are both internal and external triggers. External triggers can be from advertising and social media. Those can help create awareness but are probably not as effective as the internal triggers that come from your customer's experiences. If your library patron has an information need, does he think about the library? If they hear about a new great book, does he think about accessing it the library?

**Step 2: Action** – Once you identify the triggers that can lead customers to your door, you need to help them take action. In my opinion, the consultation services offered by a librarian is what will bring them to the library for their information or book needs instead of going to Google or Amazon. Make sure every patron interaction is positive so you get them thinking of the library as the place to get their needs met.

**Step 3: Reward** – Everyone wants a reliable service. But it is also good to add a degree of variability. Surprise your patrons with some new display or introduce a great service that will keep them coming back.

**Step 4: Investment** – Make your library a habit by creating a sense in your library patrons that they are building an investment in your service over time. Loyal customers are especially needed as advocates when you are faced with challenges such as budget cuts for staff or the need to raise money for an improved service or facility.

Think about what you can do to get your library customers truly "hooked" on what you have to offer.

## Immigration Information

As a result of President Obama's recent action on immigration, libraries may be receiving more questions about contacting Immigration Services. Here is the contact information provided by Mary Sauers, Nebraska Library Commission.

**USCIS Nebraska Field Office: Omaha**

1717 Avenue H

Omaha NE 68110

402 633-4000

**USCIS National Customer Service Center**

<http://www.uscis.gov/>

1-800-375-5283

1-800-767-1833 (TTY)

# System News

## Answers to Frequently Asked Questions About the Upcoming System Merger

By Three Rivers Library System planning committee

### From the Northeast Library System:

Kathy Ageton (Lutheran High Northeast—Norfolk)  
kageton@lhne.org

Beth Foulks (Ponca Carnegie Library) poncalib@gpcom.net

Lauran Lofgren (Wayne Public Library) llofgren@cityofwayne.org

### From Cass County:

Aimee Morlan (Weeping Water Public Library) ww60031@windstream.net

### From the Eastern Library System:

Rose Barcal (La Vista Public Library) rbarcal@cityoflavista.org

Francine Canfield (Baright Public Library—Ralston) fcanfield@cityofralston.com (402-331-7636 or cell 402-630-0773)

Laura England-Biggs (Keene Memorial Library—Fremont) laura.biggs@fremontne.gov



### WHEN DO THESE CHANGES WE VOTED ON TAKE PLACE?

The current systems will cease to exist Dec. 31, 2014. At that time contracts for current employees will end.

Our budget request for Jan-Jun 2015 is due to the NLC by mid-November.

### WHO WILL STAFF THE NEW SYSTEM?

Advertising for a new executive director began in mid-November. Review of applicants begins upon receipt and will continue until the position is filled.

Current employees are eligible to apply for the new position.

We may wait to hire additional staff until the new director is in place.

### WHAT'S THE PLAN FOR SERVICE IN THE MEAN TIME?

A transition plan is being developed. We are considering a variety of service models.

The transition plan includes scheduling a summer reading workshop in the northern portion of Three Rivers, planning a school librarian day at UNO, and continuing meetings for DIRECT/TARGET and CLICK.

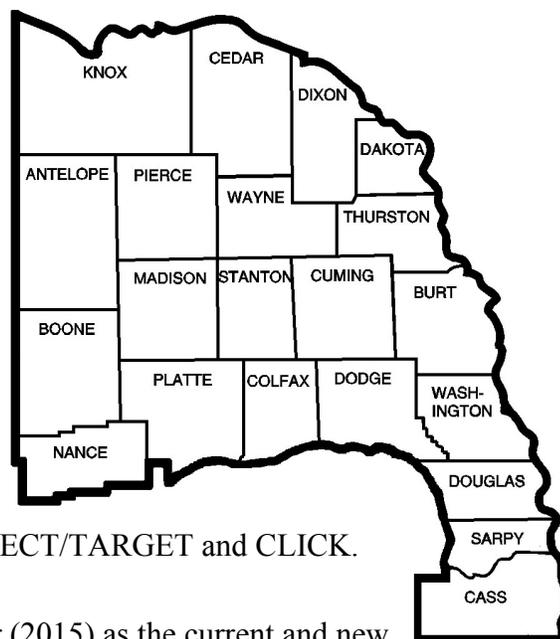
### WHAT ABOUT THE OFFICES?

There is a chance of keeping both offices open into the new year (2015) as the current and new boards deal with the physical assets of the systems.

One or both of the current offices will probably be closed by June 2015, although there will be a physical office located somewhere within the system.

### WHAT IF I HAVE IDEAS TO SHARE?

Input from member libraries is welcomed and needed by the Three Rivers System Board as we move forward with plans to provide service to our libraries. Contact anyone on the planning committee.



# System News

## Agnes Robinson Waterloo Library Receives Star Designation

Based upon statistical measures as reported to the government through the annual statistical reports, Agnes Robinson Public Library in Waterloo was named to the 2014 list of Library Journal's Star Libraries. It joins an elite group of only seven Nebraska libraries to receive the honor.

Director Julie Jorgenson was elated to learn of the designation and plans to share the article with village leaders.

## Bennington Public Library

The Bennington city council has approved the design plan for expansion of the Bennington Public Library. A fundraising campaign is now under way with the goal of raising \$1.1 million dollars. The expansion will be phased if necessary. The Friends of the Bennington Library and the GFWC Bennington Women's Club recently held the annual Festival of Trees as a fundraiser for the expansion project.

## School Librarian Group



A network of secondary school librarians in the area meets regularly at various schools in the Omaha metro area. The group called SNAPS (sharing, networking, and providing support) is led by Julia Reddel from Gross High. ELS director Gail Formanack met with the group at its December meeting to share a thought-provoking article and lead a discussion about how to create a successful program with less than ideal circumstances. The meeting was held at the Elkhorn Grandview Middle School which just opened this fall. Pictured are host Jill Annis and group leader Julia Reddel.

## Bellevue Public Library



Guadalupe (Lupe) Mier is retiring this month following a 25 years as director of the Bellevue Public Library. An open house reception was held at the library on December 5th to honor his long service. Lupe also served on the board of directors of Eastern Library System for two terms.

## Sump Memorial Library

Director Robin Clark recently announced the hiring of Matt Kovar as the new assistant director. He replaced Amy Wentzl who took a position at the Millard branch of Omaha Public Library. Matt was previously with the Kearney Public Library.

## University of Nebraska-Omaha

The University of Nebraska at Omaha's Dean of Libraries is retiring from UNO's Criss Library. Steve Shorb is leaving at the end of December after nine years in the position. Associate Dean Audrey DeFrank will serve as interim dean beginning in January.

## Scribner Public Library

The Tannenbaum Festival held November 22nd at the Mohr Auditorium in Scribner netted over \$3,000 for the Scribner Public Library Foundation. Specially decorated trees were on display, and shoppers enjoyed food and crafts which were on display by local vendors.

Image by Tammy Real-McKeighan, Fremont Tribune





## Omaha Public Library

Cecelia Ramsey, currently at OPL’s Swanson branch, will have a new assignment with OPL in collaboration with the Learning Community. She will run a small library in the new North Omaha Learning Center that will offer a collection, programs and outreach geared toward children ages 0-3 and their parents.

Karen Pietsch from OPL’s South Omaha branch has been named an American Library Association (ALA) Emerging Leader. She will attend both mid-winter and annual conferences and will work on collaborative projects with others in the program.

Wendy Anderson was honored at a retirement reception on November 8th at the Bess Johnson Elkhorn Branch of the Omaha Public Library. She became library director in 1988 and



has been leading Elkhorn’s library ever since.

When Omaha annexed Elkhorn in 2007, Wendy stayed on a manager of the Elkhorn Branch as it became part of the Omaha Public Library System.

Pictured with Wendy as he paid tribute to Wendy’s contributions

is Omaha Public Library Director Gary Wasdin. Wasdin recently announced he will be leaving Omaha to become director of the King County Libraries in Seattle.

## Ashland Public Library

Construction of the new Ashland Public Library and Community Center is nearing completion. The library will be closed the week of December 15th and reopen in its new location on December 23rd.

Director Heather St. Clair is excited to move from their old Carnegie library into the much larger space which is ADA accessible and has ample meeting space. Additional staff is being hired and expanded hours will be available after the first of the year.

## La Vista Public Library



The La Vista Public Library hosted an exhibit and a series of programs on the Civil War. The exhibit was sponsored by The Gilder Lehrman Institute of American History. The library then partnered with the La Vista Community Foundation to offer programs on topics such as the role of women in the Civil War, an account of the Gettysburg Address, as well as Native Americans, African Americans, and Nebraskans in the Civil War. A grand opening event held on October 15th featured dance and musical performers as well as a portrayal of Abraham Lincoln by Lee Williams. Pictured are staff members Jan Bolte and Rose Barcal with Abraham Lincoln.

## UNMC - McGoogan Library



Marie Reidelbach is retiring from McGoogan Library at the University of Nebraska Medical Center on December 12th. She is Associate Director of User Services and served as interim director for part of 2013. A reception was held in her honor on December 4th. Marie served two terms on the Eastern Library System board.



## Nebraska Library Foundations Invited to Participate in New Discussion List

Library Foundation staff, board members, volunteers, etc. are invited to participate in the United for Libraries electronic discussion group focused on topics of interest to library Foundations. To join the electronic discussion group, visit <http://www.ala.org/united/electronic-discussion-group-foundations>. Both those with expertise in library Foundations as well as those in the beginning stages of creating a Foundation are encouraged to participate in the free form discussion.

Discussion topics might include fundraising, event planning, capital campaigns, planned giving, effective meetings, board recruitment, etc. Among the United for Libraries board members offering their expertise on the discussion group are Jeffrey Smith, president of the Foundation for Baltimore County (Md.) Public Library.

Manage your electronic discussion group subscription at <http://lists.ala.org/sympa>

## Young Readers Invited to Write to Favorite Authors

Young readers in grades 4-12 are invited to write a personal letter to an author for the Letters about Literature (LAL) contest, a national reading and writing promotion program. The letter can be to any author (living or dead) from any genre-fiction or nonfiction, contemporary or classic—explaining how that author's work changed the student's view of the world.

Prizes will be awarded on both the state and national levels. The Nebraska Center for the Book's panel of judges will select the top letter writers in the state, to be honored in a proclamation-signing ceremony at the state capitol during National Library Week in April 2015. Their winning letters will be placed in the Jane Pope Geske Heritage Room of Nebraska Authors at Bennett Martin Public Library in Lincoln. Nebraska winners will receive state prizes, and then advance to the national judging. Judges for the Center for the Book in the Library of Congress will select one National Winner per competition level (Level I for grades 4-6, Level II for grades 7-8, and Level III for grades 9-12) to receive a \$1,000 cash award, to be announced in May 2015. The judges will also select one National Honor winner on each competition level to receive a \$200 cash award.

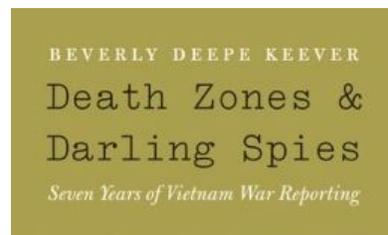
Teachers, librarians, and parents can download free teaching materials on reader response and reflective writing, along with

contest details and entry forms, at [www.read.gov/letters](http://www.read.gov/letters). Nebraska-specific information (including lists of Nebraska winners of past contests) is available at <http://centerforthebook.nebraska.gov/programs/LAL.html>. Submissions from Grades 9-12 must be postmarked by December 15, 2013. Submissions from Grades 4-8 must be postmarked by January 15, 2014.

This reading and writing promotion is sponsored by the Center for the Book in the Library of Congress, in partnership with the Nebraska Center for the Book and Nebraska Library Commission, and locally supported by Houchen Bindery Ltd.

## Nebraska Native's Vietnam Memoir Chosen for 2015 One Book One Nebraska

The 2015 One Book One Nebraska selection is *Death Zones and Darling Spies: Seven Years of Vietnam War Reporting*



(University of Nebraska Press, May 2013) by Beverly Deepe Kever, who was born and raised in Hebron, Neb. Kever was the longest-serving American correspondent covering the Vietnam War and earned a Pulitzer Prize nomination for reporting.

In *Death Zones and Darling Spies*, Kever describes what it was like for a farm girl from Nebraska to find herself halfway around the world, trying to make

sense of one of the nation's bloodiest and bitterest wars.

The One Book One Nebraska program promotes a culture of reading and discussion in Nebraska by bringing the state together around one great book by a Nebraska author. This year marks ten years of the program. It is sponsored by Nebraska Center for the Book, Humanities Nebraska, and Nebraska Library Commission.

The title ... "was the committee's choice based on Kever's compelling prose and ability to analyze complex historical/political contexts to provide insight into America's military and financial involvement in Vietnam," said Rebecca Faber, chair of the One Book One Nebraska Selection Committee. "Her Nebraska background provided a tie to the response of Americans at home who were trying to comprehend a war like no other in which the United States had been involved."



## DIRECT Meeting

Public library directors met in October at North Bend Public Library and heard from Denise Lawver who shared some insights gained from an incident that closed their library for months due to a collapsed ceiling caused by a frozen pipe. Some of her tips included:

- Document all irregularities with systems as well as service calls by technicians who maintain the equipment
- Pay for a monitoring service. They were lucky they were present at the time the ceiling collapsed as there would have been far more damage if it had happened on a night or weekend.
- Know about disaster clean up companies. Have professionals come in to assess the damage.
- Involve city officials immediately to deal with insurance, etc.
- If the wet books can be replaced, trash them. But rip off the barcodes so you have a record of what needs to be replaced.
- Keep storage off the floor in the basement.
- Prepare a message and communicate it consistently to the public and press.

A rededication ceremony was held at the Wahoo Public Library on November 16th.

## Accreditation Workshop



Richard Miller spent three hours with public librarians explaining the accreditation process and strategic planning expectations of the Nebraska Library Commission at a workshop held at the Gretna Public Library on November 14th. Participants left with sample strategic plans and a better understanding of the process.

## Dee Huff Wins Mad Hatter Award

Dee Huff, Youth Services Librarian at Baright Library in Ralston, was the recipient of the 2014 Mad Hatter Award presented by the SCYP section at the NLA/NSLA conference in South Sioux City in October.

In addition to her programs in the library, Dee does extensive outreach in the community including programming at local schools and child care centers. She partnered with Food for the Heartland Kid's Cruisin' Food Truck to bring lunch to young people last summer at the Baright Library. As head of the youth department, Dee mentors new part-time professionals as they enter into the field and encourages them to embrace their passions for the community and the library.

Congratulations, Dee!



## Summer Reading Program Workshop



Sixty people representing libraries from around the region and beyond attended the 2015 Summer Reading Program Workshop at La Vista Public Library on November 21st.

Topics were an overview of the hero theme, hero-themed books, the science of super heroes, and comics and graphic novels. Participants also shared ideas for potential activities. They also had the opportunity to visit with possible presenters at a vendor fair following the presentations.

**Eastern Library Board Meeting Minutes**  
Oct 17, 2014 at John Stahl Library, West Point

Called to Order at 9:40AM

1. The meeting was called to order at 9:35 am. Attendees: Rosa Schmidt, Rose Barcal, Francine Canfield, Gayle Roberts, Marcia Jussel, Laura England-Biggs, Tammy Lorenz, Anneka Ramirez, Mary Jo Mack. Absent: Nora Hillyer, Sarah Swain, Lowen Kruse, David Privett. ELS Staff: Gail Formanack, Brian Maass.
2. Guests: Richard Miller distributed the NLC report. They are currently working on the biennial budget request.
3. Minutes from Aug. 8, 2014 were approved.
4. Treasurer's reports for August and September were distributed
5. No correspondence
6. Executive Director's report was distributed and reviewed.
7. Old Business
  - a. Tammy Lorenz and Rosa Schmidt conducted a spot check of the financial records
  - b. Continuing Education through December: Accreditation workshop, Summer Reading Program workshop, DIRECT
  - c. Special Meeting was held October 9, and Plan of Merger was passed unanimously
  - d. Annual Accounting Report was distributed
8. New Business
  - a. Report from Three Rivers Library System planning group
    - i. Group members met with Southwest Iowa and Northwest Iowa library systems to gather ideas
    - ii. Starting to review the proposed grant agreement from NLC
    - iii. Meeting again in Fremont on October 23
  - b. Draft list of system assets was distributed to the board. It will be provided to the TRLS planning group. The board will determine distribution of grant funds at its December meeting. Notification of grants will be sent out again and criteria for selection shared on the website.
  - c. Motion to give notice to our insurance company and end the copier service agreement  
Motion: Laura, Second Gayle. Motion passed.
  - d. Website hosting has been paid through May, and it can be forwarded to the new system website

Meeting was adjourned at 12:00.

Submitted by Brian Maass, ELS Assistant Director

**Eastern Library System Special Meeting Minutes**  
Oct 9, 2014 at Marina Conference Center, South Sioux City

Vice president Rose Barcal presiding. Called to order at 5:05 pm

Opening – attendees were asked to register their attendance by signing in. 17 individuals registered representing 15 different organizations from the System. Laura England-Biggs was selected Secretary Pro-Temp in the absence of Board Secretary Nora Hillyer.

**Adoption of Minutes from the annual meeting held June 6, 2014**

Motion to approve the minutes as presented was made by David Privett, seconded by Francine Canfield. Approved unanimously.

**Adoption of Plan of Merger**

Motion to approve Plan of Merger as presented was made by Anneka Ramirez, second by Lupe Mier. Approved unanimously.

**Old Business** – none

**New Business** –

Rose Barcal recognized current board members present for their work through the transition process, including Francine Canfield, Anneka Ramirez, David Privett, and Laura England-Biggs.

Cathy McMahon thanked Gail Formanack for her work over the past year while the changes have been taking place.

Adjourned at 5:15 pm

Submitted by Laura England-Biggs

# *Creating Caring Connections*

*A Powerful Approach to Building Relationships with Young Children*

**When:** Friday, March 27, 2015  
9:00 a.m. to Noon

**Where:** Sump Memorial Library  
222 N Jefferson St, Papillion, 68046

**Cost:** FREE training!

To best meet the needs of young children's developing brains, the interactions they have with adults must have four qualities: nurture, engagement, structure and challenge. This session will present an approach to building relationships that supports optimal brain growth and social-emotional development. Participants will not only know "the what" and "the why" but they will have lots of ideas on "how to" create these kinds of relationships with young children.

**There is a \$15 fee for required materials - check or money order to ESU #3 (paid the day of the training)**

**Pre-registration by March 20 is required!**  
**To register, contact Cathy McMahon,**  
**[cathytmcmahon@gmail.com](mailto:cathytmcmahon@gmail.com)**



Brought to you by Sump Memorial Library and the Early Childhood Consortium of the Omaha Area (ELC ECCOA). ELC ECCOA is the Early Learning Connection partnership supporting training, technical assistance and consultation for those who work with children birth through age eight in Cass, Douglas, Sarpy and Washington counties. ELC ECCOA is supported in part by a grant from federal CCDF, and a grant from Part C and Part B, 619 IDEA (Individuals with Disabilities Education Act) administered by the Nebraska Department of Education.

