

MERIDIAN MONITOR

MERIDIAN LIBRARY SYSTEM

DECEMBER 2012/JANUARY 2013

Your System Board:

*Sherry Crow
Kristi Hagstrom
Ann Matzke
Debra Moninger
Linda Nickel
Megan Svoboda
Kathy Thomsen
Janet Wilke
Laurie Yocom
Joan Davis, Emeritus*



Meridian Library System
Suite 7
816 East 25th Street
Kearney NE 68847

Phone: 800-657-2192
Phone: 308-234-2087
Fax: 308-234-4040
Email:
sosenga@frontiernet.net
Website:
<http://libraries.ne.gov/mls/>

What Accidental Marketers Need to Know

Three things stood out to me to share with you from Kathy Dempsey's recent presentation:

The four Ps:

- ◆ Product (or Service): What you are offering
- ◆ Price: Determined by cost
- ◆ Place: Location of service
- ◆ Promotion: Demands creativity and planning

Five Common Mistakes to Avoid:

- ◆ Thinking you know what your customers want without asking them.
- ◆ Sending press releases and promoting programs, and calling it "marketing"
- ◆ Not separating people into target markets and treating each group differently.
- ◆ Not studying people who make up your user base.
- ◆ Not fully evaluating the results of program and campaigns and using that data to improve future efforts.

Five steps toward a Marketing Plan:

- ◆ List and describe your target market(s).
- ◆ Describe your offerings in terms that will really attract customers.
- ◆ Identify your competition and how to overcome it.
- ◆ Use market research to choose the right promotional and communication tools to reach your chosen target.
- ◆ Establish quantifiable goals and determine ways to measure them later.

How valuable is your library? Attach this value calculator to your website for users:

[http://www.ala.org/advocacy/advleg/
advocacyuniversity/toolkit/makingthecase/
library_calculator](http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit/makingthecase/library_calculator)

Kathy Dempsey recommended the website programminglibrarian.org at her recent workshop presentation. Here is information about it in case you are interested in finding out what other libraries are doing for programming:

A project of the [American Library Association](http://AmericanLibraryAssociation.org) (ALA) [Public Programs Office](http://PublicProgramsOffice.org), Programming Librarian is the premier online resources for all things related to presenting cultural and community programs for all types and sizes of libraries. Librarians from public, academic, special, and school libraries stay connected with the latest programming initiatives and resources through Programming Librarian.

- ◇ The [library](#) is designed to support program planning through feature articles, topical information (such as marketing, fundraising, and advocacy), and resources for monthly events and celebrations
- ◇ The [blog](#) presents up-to-date information on available grants and new programming initiatives as well as short pieces written by guest bloggers about innovative programming ideas and successes.
- ◇ [Grant](#) and [job](#) listings keep our readers informed of the latest happenings in the field.
- ◇ Regular [online learning opportunities](#) present a unique opportunity for practitioners to share their expertise with the field. Programming Librarian uses Adobe Connect for all online learning opportunities. Also, be sure to check out the [online learning archives](#) for outstanding past presentations.
- ◇ The [monthly e-newsletter](#) provides regular updates on new content and pending grant deadlines.



Looking for something short and sweet to read this busy season? Let me suggest Donald Hall's *Christmas at Eagle Pond*. This novella is the story of a 10 year old boy spending the three days

before Christmas visiting his grandparent's farm in rural New Hampshire in 1940. After his first ever train ride alone, Grandpa picks Donny up at the station with his horse and wagon. Work at the farm is constant as everything is done by hand, including cutting wood year round to feed the cooking stove and heat the house. The visit includes the annual church Christmas program and a Christmas dinner with visiting relatives. All of the food is provided from what is grown and raised on the farm. When a blizzard arrives Christmas night, Donny is worried that he will not be able to catch the train home in the morning, back to his father and mother, who is recovering from an operation. However, Grandpa has a surprise up his sleeve!

This is a heartwarming story of Christmas in another time. Although it is sentimentalized, it's still a good picture of what real working farms were like in 1940. I read this book a week ago and it is still sticking in my memory so it is a winner for me.



My niece Kim's elementary school library is fully decorated for the holiday season. The green on the door wreath is made from the hand tracings of one of her reading groups.

Dig Into READING



Summer Reading
Program Workshop

Thursday, March 7
from 10:00—3:00

Oconto Public Library

Even though it's cold outside, summer is not as far off as you think! Prepare to make your Summer Reading Program a success by joining us for this workshop. Discover ways to use this year's slogan and provide fun activities for all ages.

Morning Session:

Sally Snyder, Nebraska Library Commission, will share book reviews of books you can use in your program.

Share your own ideas for using this theme!

Lunch: Included in the registration fee.

Afternoon Session:

Jody Crocker, McCook Public Library, will present ideas to help make your program a success!



Registration Form

Name: _____

Library: _____

E-mail: _____

Mail check and registration fee of \$20 per person to:

Meridian Library System
816 East 25th Street, Suite 7
Kearney NE 68847

In case of inclement weather, please check to see if the workshop has been rescheduled.

Sign Up for 'Money Smart Week @ your library', April 20-27, 2013

Please join the hundreds of libraries across the country that will be providing financial literacy programming during Money Smart Week @ your library, April 20-27.

Libraries of all types can provide much needed financial education to their communities- public, school, academic, special. Last year over 250 libraries in 39 states participated. We are hoping to double the number of libraries this year, and have participation in each state.

ALA and the Federal Reserve Bank (Chicago) have partnered to make it easy for you to participate, with toolkits, great program ideas, guides, resources, downloadable logos and more. And we don't ask you to do a lot, you can participate if you only provide one program during the week.

To learn more about 'Money Smart Week @ your library' and how other libraries have benefited from being part of Money Smart Week @ your library take a look at this recent [archived webinar](#) which you can view at your leisure (55 minutes).

Please feel free to pass the link to the webinar link to any colleagues who you would like to also encourage to participate.

If you and your library would like to participate we ask that should register as a 'Library Partner' at the [Money Smart Week](#) website - <http://www.moneysmartweek.org/ala>. Please register by January 2nd if possible. And don't forget to also sign up for the Money Smart Week @ your library.



Young Readers Invited to Enter Letters about Literature Contest

Young readers in grades 4 – 10 are invited to write a personal letter to an author for

Letters about Literature (LAL), 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. This reading and writing promotion is sponsored by the Center for the Book in the Library of Congress, in partnership the Nebraska Center for the Book and Nebraska Library Commission, and locally supported by Houchen Bindery Ltd.

LAL awards prizes on both the state and national levels. The Nebraska Center for the Book has a panel of judges who select the top letter writers in the state. Nebraska winners will be honored in a proclamation-signing ceremony at the state capitol during National Library Week in April 2013. Nebraska winners will receive state prizes, and then advance to the national judging.

A panel of national 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 9-10) to receive a \$1,000 cash award. The judges will also select one second place winner on each competition level to receive a \$150 cash award, to be announced in May 2013.

Teachers, librarians, and parents can download free teaching materials on reader response and reflective writing at www.lettersaboutliterature.org. Submissions must be postmarked **by January 11, 2013**. State winners will be notified in March 2013 and national winners by mid-April. Nebraska-specific information (including letters from Nebraska winners of past contests) is available at <http://centerforthebook.nebraska.gov/programs/LAL.html>.

For more information contact [Mary Jo Ryan](#), 402-471-3434 or 800-307-2665.

Week of Weeding



The Meridian Library System is declaring January 14-19, 2013 the 2013 "Week of Weeding!"

We want to encourage everyone to participate by agreeing to weed a section of their library that they have been avoiding. You know what it is—that corner, that shelf, that genre of books that you have put off weeding for a while. Now's the time! ALL Libraries in MLS are eligible to participate!

How to Participate:

1. Call the MLS Office (800-657-2192 or 308-234-2087) or send Sharon an email at sosenga@frontiernet.net to let us know you want to participate.
2. If you need extra encouragement or help deciding what to weed, let Sharon know. She will be visiting 5 libraries during this week to lend a helping hand.
3. After you finish your weeding project, fill out the form below.



Those who submit their forms to the MLS Office by January 31st will be entered into a drawing for a Kindle E-Reader!. The winning library will be selected in a random drawing on February 1st.

Week of Weeding Participation Form

Library _____

Section Weeded _____

How many books were weeded? (roughly, doesn't have to be exact) _____

Best (or worst) thing that was weeded out? _____

We'd love to see some "before and after" photos of your project! You can email digital pictures or submit printed photos with this participation form. (While we'd love to see them, they are not required and will not affect your library's chance of winning the e-Reader.)

Return form to: Meridian Library System, 816 E 25th St., Ste. 7, Kearney, NE 68847.

Meridian Library System
Board Meeting Minutes
Telephone Conference Call
October 11, 2012

CALL TO ORDER: Ann Matzke called the meeting to order at 8:15

ROLL CALL: Sherry Crow, Kristi Hagstrom, Linda Nickel, Ann Matzke, Debra Moninger, Megan Svoboda, Kathy Thomsen, Janet Stoeger Wilke, and Laurie Yocom were present. Also present was System Director Sharon Osenga.

APPROVAL OF AGENDA: Linda Nickel moved and Sherry Crow approved as submitted.

APPROVAL OF PREVIOUS MINUTES: Laurie Yocom moved and Kristi Hagstrom seconded to approve previous minutes with the exception that the April minutes would be approved at the January meeting. Motion passed unanimously.

CORRESPONDENCE: Sharon received a note thanking her for taking time to be interviewed for a library class.

TREASURER'S REPORT: Sharon reviewed the budget to date and bills through the end of June. We are ahead of target with spending so far this fiscal year. Laurie Yocom moved and Debra Moninger seconded to approve the bills through December 31, 2011. Motion passed unanimously by voice vote.

NLC REPORT: N/A, Richard was on vacation. Sharon commented that the MLS money based on state support level.

DIRECTOR'S REPORT: Sharon reviewed her written report. Leadership Institute Reunion was very successful. Discussed pre-conference session co-sponsored with Read Aloud Nebraska and the author panel featuring Jean Lukesh speaking on Nebraska biographies at the fall conference. The Regional Library Systems are raffling a wine and cheese basket as a fundraiser.

Other workshops discussed include a Technolo-

gy one in January (agenda still in progress), summer reading program in March at Oconto with Sally doing the program, another youth services day in April possibly exploring babies and me lap sit story time like Papillion and Lincoln have for story time.

Discussed staff changes including Gibbon school library and Taylor Public Library. Both librarians have experience. Sharon helped Janice (at Taylor) weed the non-fiction collection since they moved into a new building.

Week of Weeding: Last year's success inspired doing this again. The date will be January 14th – 19th and an e-reader will be awarded to one lucky participant.

Discussed creating a personnel policy template for public libraries. Susan Sapp will train system directors for them to do local training with library directors.

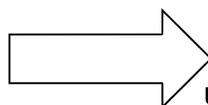
System Survey: Next time we should allow the option for more than one choice to be marked.

Business: Sherry Crow moved and Linda Nickel seconded approval of financial review. Unanimous approval upon roll call.

NEXT MEETING: Next meeting will be a potluck on Friday, January 4th in Kearney.

ADJOURNMENT: Laurie Yocom moved and Kristi Hagstrom seconded that the meeting be adjourned at 8:48 am.

Respectfully submitted,
Debby Moninger
Secretary/Treasurer



Now is the time to sign up to use the cutting machines in 2013. They are currently scheduled for use in March, April and August. Other months are open. Contact the System Office if you are interested.

Keeping Up With Technology
Friday, January 4, 2013
Computer Lab, Calvin T. Ryan Library, UNK



9:30a.m.-**Computer Troubleshooting with Holly Woldt**, BTOP IT Support Manager, Nebraska Library Commission

Computer problems? Holly will cover troubleshooting techniques.

10:30-10:45 Break

10:45a.m.-**Pinterest** with Amy Mather, Omaha Public Library

Pinterest currently ranks 3rd among social media applications. Learn how your library can leverage Pinterest to showcase collections, resources, programs and events.

11:45-1:00 Lunch on your own

1:00-3:30- **Screencast-O-Matic**

Learn how to make recordings from images on your computer screen. Time will be spent on creating your own screencast. If you wish to save your screencast project, please bring a flash drive.

REGISTRATION FORM

Name: _____

Library: _____ E-mail: _____

Send registration to Meridian Library System, 816 E 25th Street #7, Kearney NE 68847 with \$10/person by December 31st. In case of inclement weather, contact the system to see if the workshop has been rescheduled.

This workshop is jointly sponsored by the Meridian and Republican Valley Library Systems.



Library & Information Services

Online Course Offerings

Spring 2013

January 7, 2013 – May 2, 2013

LIBR 1010 Foundations of Library and Information Services

Marty Magee, Instructor

This course, the first in the Library and Information Services curriculum provides introductory information in multiple areas.

- History of libraries
- Types of libraries
- Use of Information databases
- Technology considerations
- Library policies

For information regarding course content, contact the instructor at mmagee@unmc.edu

LIBR 2150 Managing Collections in Libraries and Information Agencies

Patty Birch, Instructor

This course will provide students with an understanding of managing collections in libraries and information agencies, including:

- Basics of Collection Management (terminology, models)
- 21st Century Literacies
- Community Analysis
- Selection (All resources, for all age levels)
- Acquisition
- Collection Analysis
- Deselection/Weeding
- Intellectual Freedom
- Copyright

Prerequisite: LIBR 1010 Foundations of Library & Information Services.

For information regarding course content, contact the instructor at pbirch@esu16.org

LIBR 2940 Library and Information Services Capstone Practicum

Erica Rose, Instructor

This capstone course is the last course in the Library & Information Services program. Students will complete 40 hours of service learning in a host library. The course also includes a review of the principle pieces of learning from the LIS program.

Prerequisites: LIBR 1010, 2100, 2150, 2210, & 2250

For information regarding this course, contact the instructor at erose@cccneb.edu

For information on 21st Century Librarian Scholarships, see: Nebraska Library Commission website at: <http://nlc1.nlc.state.ne.us/NowHiring/Scholarships.asp>

For information concerning Admissions or Registration, contact: Dee Johnson
djohnson@cccneb.edu, 402-562-1418 or Toll Free at 877-222-0780 ext. 1418

2013 One Book One Nebraska Announced

O Pioneers! by Willa Cather is Nebraska's reading choice for the **2013 One Book One Nebraska** statewide reading program. Cather's *O Pioneers!* is the story of the Bergsons, a family of Swedish pioneers that settles on the American prairie. While Alexandra, the family matriarch, turns the family farm into a financial success, her brother Emil struggles. A novel surprisingly ahead of its time, this work touches on a wide range of enduring themes—love, marriage, temptation, and isolation.

The One Book One Nebraska reading program, sponsored by the Nebraska Center for the Book, is now in its ninth year. It encourages Nebraskans across the state to read and discuss one book, chosen from books written by Nebraska authors or that have a Nebraska theme or setting. A committee of the Nebraska Center for the Book selected the finalists from a list of twelve titles nominated by sixty Nebraskans from across the state. The Nebraska Center for the Book board announced the choice for the 2013 One Book One Nebraska at the Celebration of Nebraska Books on November 3 in Lincoln.

Libraries across Nebraska will join the Willa Cather Foundation, Nebraska Center for the Book, and other literary and cultural organizations in planning book discussions, activities, and events that will encourage Nebraskans to read and discuss this book. Support materials to assist with local reading/discussion activities will be available after January 1, 2013 at <http://onebook.nebraska.gov>. Updates and activity listings will be posted on the One Book One Nebraska Facebook group at <http://www.facebook.com/onebookonenebraska>.

One Book One Nebraska is sponsored by Nebraska Center for the Book, Nebraska Humanities Council, Nebraska Library Association, and Nebraska Library Commission. The Nebraska Center for the Book is housed at and supported by the Nebraska Library Commission and brings together the state's readers, writers, booksellers, librarians, publishers, printers, educators, and scholars to build the community of the book, supporting programs to celebrate and stimulate public interest in books, reading, and the written word.



Author (and former school librarian/teacher) Jean Lukesh and system director Sharon Osenga at the NLA/NSLA/MPLA conference where Jean was awarded the MPLA Literary Contribution Award. Congratulations, Jean!