

Call to MLA Annual Business Meeting to be Held Monday, May 8, 2006

Katie Baxter, MLA President

Typically MLA's Annual Business Meeting is embedded in its Annual Conference. This being the year without an Annual Conference provides us yet another opportunity to think differently about the format of a traditional MLA event. Members are called to meet on Monday, May 8, 2006 at 10 a.m. at Worcester Polytechnic Institute, Odeum Auditorium. Details and a registration form are included in this newsletter and on our website.

The morning agenda includes times for MLA Sections and Committees to hold their annual business/breakfast meetings to be followed by a meeting of the full membership for the President's Report, the Nominating Committee's report on election results, the Treasurer's Report, as well as the Presidential Induction, the Public Relations Hall of Fame Awards and the Paralibrarian Award ceremonies.

Following a deli buffet luncheon, MLA is pleased to join with the Massachusetts Regional Library Systems to present a Library Leaders, Massachusetts (LLMA) program funded by an LSTA grant provided by the Massachusetts Board of Library Commissioners. Our speaker will be Ari Weinzwieg, Co-Owner and Founding Partner of Zingerman's, an Ann Arbor institution that is a "source of great food and great experiences for over 500,000 visitors every year." Just as today's Massachusetts libraries are striving to serve up meaningful library experiences and customized services for patrons in cost efficient ways, the Zingerman's Deli has figured out the recipe for serving thousands of made-to-order meals for its customers and making service a vocation of excellence.

Ari will be speaking on *The Art of Giving Great Service, or, How We Treat Our Customers Like Royalty*. Every organization talks about great

Two Doses of Librarians at the State House

From Judi Pardis of MSLMA and Katie Baxter of MLA

It's our year to present clarity of concerns at the State House. Thanks to the efforts of two different professional associations, Massachusetts librarians and their numerous staunch supporters have two days to educate legislators about critical issues impacting the quality of library services to Massachusetts residents.

On Wednesday, March 22, the Massachusetts School Library Association (MSLMA) will kick off its *School Library Month Celebration* with a Legislation Day at the State House for School Library Teachers to provide evidence to the legislators about how they add value to education in Massachusetts. The focus of this day will be to lobby members of the Education Committee to pass House Bill 1196 sponsored by Rep. Frank Smizik in order to require the need for library standards and staffing in public schools.

On Wednesday, April 5, the Massachusetts Library Association (MLA) will hold its 20th Annual Legislative Day to support legislation for all libraries in Massachusetts. The day begins at 10 a.m. with the annual award ceremony for the Letters About Literature program co-sponsored by the Massachusetts Center for the Book and MLA. Library supporters can also attend briefings on pending legislation that will provide levels of funding to sustain equity of access to services and information provided by all types of libraries. Briefings are followed by a luncheon and the presentation of MLA's 2006 Library Advocacy Award. The rest of the day is devoted to your appointments with your legislators.

For more information visit <http://www.mslma.org> and <http://www.masslib.org>

Call to Annual Meeting (cont. from page 1)

service these days – Zingerman’s really puts it into practice! While not boasting perfection, Ari and co-founder Paul Saginaw have fun building great service skills and attitude into every single element of their organizational activity. During this presentation Ari will discuss ways libraries can embrace and practice a vision of service that will make service “the reality of daily life in [our] organizations, all of which can be easily adapted to improve the quality of service in your world.”

The day will take us to MLA business and beyond. I look forward to seeing you at Worcester Polytechnic Institute. Please consult the agenda for details and a registration form included in this newsletter and on the MLA web site at <http://www.masslib.org>. A membership packet of information to be reviewed before the meeting will be posted on the MLA website by April 1, 2006.

Newsletter Deadline

The deadline for the July edition of the Bay State Libraries is Thursday June 1, 2006. If you have any questions please email us at publications@masslib.org.

Annual Meeting Agenda

MLA Annual Business Meeting to be held May 8, 2006

MLA will hold its annual business meeting on May 8th, 2006 at the Worcester Polytechnic Institute in the Odeum Auditorium, 100 Institute Road in Worcester. Directions can be found at:

<http://www.wpi.edu/About/Visitors/directions.html>

AGENDA INCLUDES:

10:00-11:00 am The Youth Services, Paralibrarians, Technical Services Sections and Legislative Committee will hold a business/breakfast meeting.

11:15-12:15 MLA will have its Annual Business Meeting concluding with the Public Relations Hall of Fame Awards and the Paralibrarian Award.

12:15-1:30 Lunch will include a deli buffet (Paid Ticket Required)

1:30-3:30 PM “The Art of Giving Great Service, or, How We Treat Our Customers Like Royalty” a presentation by Ari Weinzweig, Co-Owner and Founding Partner of Zingerman’s funded by the Massachusetts Regional Library Systems Library Leaders, Massachusetts (LLMA) LSTA grant funded by the Massachusetts Board of Library Commissioners

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Think For Yourself

An Intellectual Freedom Committee Column

By Esmé Green, Branch Manager, Central Square, Cambridge Public Library

How much personal patron information does your library keep? Think about it: when you are checking items in, does the patron's name show up on the screen? Do you have information on the last patron who borrowed an item? If the answer is yes, do you know why?

We hear a lot of talk about the Patriot Act, but it is not all about Homeland Security. A lot of times it's just personal—literally. For example, would you want your coworkers to know that you are researching divorce or depression, impotence or infertility? How about forming unions or dealing with a difficult supervisor? We think patrons, like us, have concerns about their private interests being exposed.

So why do many library networks need to keep so much personal information? In some cases libraries keep the patron information for housekeeping reasons, such as tracking who had the material out last if damage is found after the item is checked in. Isn't privacy worth more than the replacement cost of the few items that slip through damaged?

In the case of computer sign ups, some state that the reason for keeping personal information is bookkeeping. Directors need statistics. But one librarian told me that her library's reservation software had been keeping the barcode numbers for every person who had ever signed up to use the computers.

So, what can we as library staff members do about all of this? We can educate and inform our patrons about the different ways their personal information is being

(Continued on Page 7)

Support your Paralibrarians!

The Paralibrarian Recognition of Achievement (PARA) is a pilot program introduced at the MLA Fall Conference: 21st Century Literacies. The Paralibrarian Section recently mailed letters to all directors of public libraries in Massachusetts, describing PARA. To learn how to help support staff at your library, or to learn what achieving the PARA entails, please attend either the following seminar, or one of these roundtables.

For directors and library managers who want to improve programs and workplace practices for paralibrarians: Do you ensure the continuing growth and development of your library's support staff? Has your library developed mentoring or performance-based programs that will help support staff improve much needed core competencies and achieve success? How do you value and recognize your support staff's contributions?

Find answers to these questions at the Nelinet Seminar entitled Focus on Paraprofessionals: Creating Success at all Levels of the Library Profession. Friday, April 28, 9:30 a.m. – 3:30 p.m. Speakers are Deborah Bockus, Access Services Manager, Worcester Polytechnic Institute; topic: Career Development and the Paralibrarian Recognition of Achievement Program, Debbie Pennino, Technical Services, Northeastern University; topic: The Librarian's Viewpoint, Gerry Deyermond, Memorial Hall Public Library; topic: The Paraprofessional's Viewpoint, and Ginger Johnston, Access Services Librarian, Castleton State College; topic: Managing and Training 45 Student Workers with a Staff of 5 Librarians. For more information, see <http://www.nelinet.net/travreg/nelmain.htm>.

For paralibrarians: The Paralibrarian Section is hosting a series of roundtables to promote and explain its new program, the Paralibrarian Recognition of Achievement (PARA). This program is open to all support staff from every type of library in the state. The goal is to acknowledge library experience and skills, and to expand career opportunities. Please attend our information sessions to find out more!

Check the back cover of the newsletter for all the dates and time.

Correction: November Mini-Conference synopsis submitted by YSS was erroneously credited to Danielle Mattei. The article was written by Cathy Livingstone of the Oxford Public Library.

Alternately wise & funny, silly & poignant."
The Yukon News

The STORYTELLER

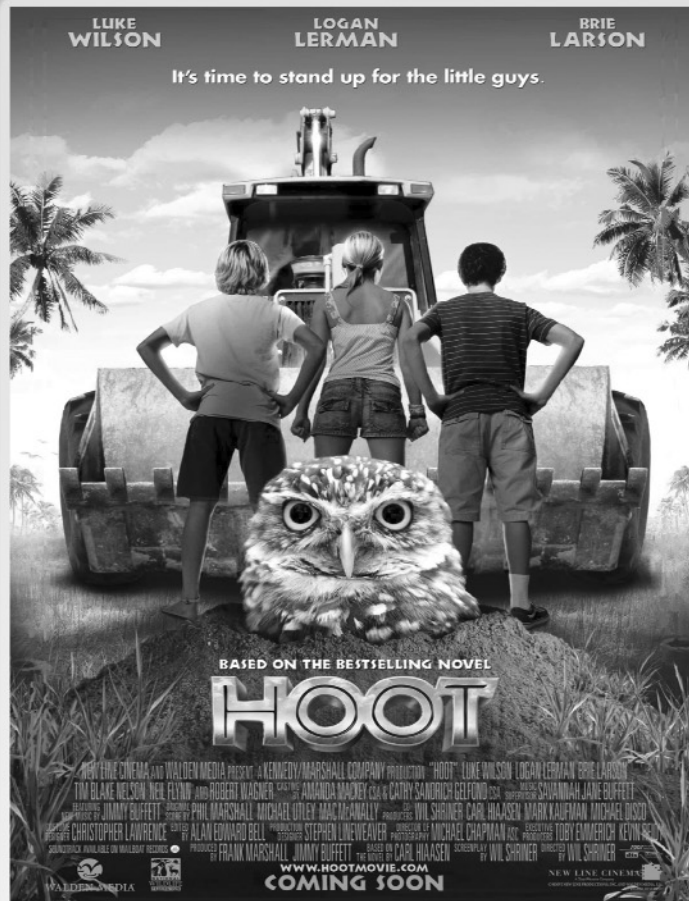
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ALA Chapter Councilor's Report

Molly Fogarty

At the ALA Midwinter meeting in San Antonio, the ALA Council continued to discuss and strengthen positions on a number of critical issues, including intellectual freedom and access to information. Council also discussed and voted on internal issues, including a dues increase and a graduated dues structure as well as governance and budget processes. The following information highlights the major resolutions discussed and voted. For more information, please contact me at: lfogarty@springfieldlibrary.org. The full text version of all of the resolutions will be posted and available on the ALA Web Site.

Intellectual Freedom:

Council voted on a resolution to send to Congress that would modify sections 215 and 505 of the Patriot Act to include more legal oversight.

Council also opposed the "Academic Bill of Rights" which is intended to use legislative means to restrict academic freedom in university teaching and library collection development.

Access to Information:

Council agreed with the Committee on Legislation's request to ask the Office of Management and Budget to maintain their cataloging system that protects the public's ability to effectively find documents by subject, to ask Congress not to "streamline" the Toxic Release Inventory program that provides citizens with information on pollution in their neighborhoods,

and to ask Congress to modify the IRS Tax Forms Outlet program to meet the needs of libraries that cooperate with it. Council also supported the continuation of the e-rate program that has made Internet access possible for so many libraries.

Dues Increase

With the adoption of the new strategic plan, titled "Ahead to 2010", Treasurer Teri Switzer reported that a dues increase is necessary to fund and implement all of the initiatives. ALA's budget has not increased in 5 years, and dues have stayed the same for 10 years. The *Ahead to 2010* plan included the input of over 20,000 ALA members. Key issues include: protecting First Amendment rights and privacy of those who use libraries, seeking equity of access to library resources and services, promoting literacy, advocacy on a national and local level, developing standards to improve library services, increasing diversity in librarianship and increasing awareness of the value of librarians and libraries.

Council readily adopted the dues increase proposal; members will vote on it in the spring elections. For more information, please go to:

www.ala.org/ala2010.

On a sad note, Gerald Hodges, Director of Communications and Marketing, died on January 10th. Gerald was the former head of the Chapter Relations Office and for many of us, involved in our Chapters, he had been a welcoming, helpful and efficient presence.

Space Is Limited So Register Today!

Registrations Must Be Received by May 1

MLA Annual Meeting Registration Form

Name: _____

Institution: _____

Email: _____

(required for receipt)

Meals: ___ Breakfast and Buffet for \$15.00.

Please make checks payable to MLA.

To Register for this fun and inspiring event, Return This Form To:

MLA ~ PO Box 1445 ~ Marstons Mills, MA 02648

Applications and checks must be received in hand no later than May 1.

Welcome To Maryanne Lewis, MLA Government Relations Liaison

Katie Baxter, MLA President

After a successful search and interview process that considered three experts in the area of library advocacy, MLA hired **Maryanne Lewis** as its Government Relations Liaison. This hiring is in keeping with the pilot program MLA launched in August 2005 to establish a Government Relations Committee for the purpose of formalizing MLA's effort to educate legislators on library issues and to complement its thriving grassroots advocacy effort.

A 1988 graduate of The Catholic University School of Law in Washington, D.C. Maryanne began her legislative career as a confidential congressional aide to Thomas ("Tip") O'Neal, Speaker of the House. She served as an Assistant District Attorney in Boston's Suffolk County District. From 1995-2003 she was the State Representative for the 11th District in Boston. During this tenure she earned distinction for her remarkable, fast-paced leadership. She served on the Ad hoc House Committee for Adoption Reform. She chaired the Caucus of Women Legislators and was House Chair of the Joint Committee on Federal Financial Assistance. Maryanne was the Floor Division Leader and Assistant Majority Whip. Currently she has a private law practice in Dedham and is a government relations communications consultant.

Maryanne comes to MLA with a passion for our priorities. She will help MLA establish its clear message about the funding required to support an integrated plan of library programs that provide Massachusetts residents with equity of access to services and information.

References describe Maryanne as having a facile way of picking out key issues and moving them forward to resolution with confident, persistent leadership. She is a "quick and deep" study on everything and "speaks up for all libraries." Indeed, this is the case. In her three months with MLA her accomplishments include:

- Meeting with key legislators during MLA's Ways and Means Day.
- Holding follow-up meetings with senators and representatives to advocate for our legislative agenda.
- Advising MLA on the feasibility of holding a candidate forum on library issues during the upcoming campaign season.
- Advising MLA's Conference Committee on how to create networking scenarios during the evening reception for registrants of MLA's pre-conference on Community Building at PLA.
- Attending an MLA informational session on MLA and MSLMA legislative foci for each association's respective Legislative Days at the State House.
- Moving S2357, Fund for Public Libraries, sponsored by Senator Augustus to a March 14th committee hearing.

You will see Maryanne in action at MLA's Library Legislative Day on Wednesday, April 5th. Please introduce yourself to her and give her a warm welcome as MLA members work together to make this government relations pilot one of this year's highlights

Please mail your registration for the
MLA Annual Meeting to:

MLA
PO BOX 1445
MARSTONS MILLS, MA 02648



See reverse for registration form.

Reflecting on Your Resume

With spring right around the corner, it always seems like a good time to organize, throw out, clean or maybe review one's resume. I have found that resume writing is a great way of making yourself feel good as you update the past year's experiences and contributions that you have made to the library profession. Of course, it is also a good way to see where you have gone astray. Another good reason to have an updated resume on hand is that one never knows when that "perfect" job might open up!

There are lots of good reasons to update your resume besides a possible new job:

- ♦ A resume helps you to assess your career—where you have been and where you want to go. A resume is an advertisement for yourself and allows you to test your marketability.
- ♦ A resume also can help you clarify who you are to others including your strengths, weaknesses and experiences. Funny, it can also help you remember the things that you really enjoyed doing and those not so fun things!
- ♦ A resume helps you to prepare for the questions you will be asked in the interview that WILL GET you the job. Reviewing the past helps you to focus on the things you want to emphasize during the interview.

No matter what kind of resume you decide to write, experts agree that it should be brief. It should be short on words and long on facts, showing the energy that you have for the job. Robert Nesbit of the executive-search firm Korn/Ferry International has these resume rules:

- ♦ Forget the fancy stuff. The person reading the resume wants pertinent information and doesn't care about the color of the paper.
- ♦ Keep it simple and hard-hitting.
- ♦ Lead off with work experience, starting from your current position. Education comes next.
- ♦ Stick to two pages and one is even better.
- ♦ Customize for the job position.
- ♦ Don't blow your horn too loudly and emphasize work that was done as a team.

Happy spring! Diane

Think For Yourself (continued)...

collected and stored. We can insist that our networks purge unnecessary patron information. We can let the designers of our software know it is unacceptable to make a product so that the only way to keep usage statistics is by also keeping information about its users.

C/WMARS provides one example of how this can work. Patrons who log into their library account choose whether or not to save their reading history. This is great! The patron is asked to make a conscious choice about how much information they want us to have. It raises their awareness and gives them an option.

If you are interested in this topic please consider joining the MLA Intellectual Freedom Committee. Contact Kimberly Lynn at klynn@mhl.org for more information.

Keep In Touch

You can always get the latest and greatest MLA News and Events information on the MLA web site: www.masslib.org

And did you know that members can email the MLA membership by sending a message to mmla@masslib.org? If we do not have your email address in our membership database, please send it along to publications@masslib.org and we will add you to the email list.

Gather your best work!

With 2006 here it is not too early to think about your entries for the 18th Biennial Public Relations Awards which will be presented at the 2007 MLA Annual Conference.

All categories of Public Relations materials will be eligible, from all types of libraries. Start saving your PR treasures now for the 2007 Awards. Details on deadlines and entry will be available later this year.



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at the State House

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Mark Your Calendar

New Membership Year

MLA begins a new membership year on July 1 that runs through June 30 of 2007. Keep an eye out for your annual renewal form which will come in the next month.

MLA Legislative Day

April 5, 2006 from 10:00 - 12:00

MLA's Annual Legislative Day is an event for all library supporters to come to the State House in Boston and advocate for libraries and library funding. Librarians, Trustees and Friends of Libraries are urged to attend. The Massachusetts Center for the Book will award its Letters About Literature Awards at this event, a luncheon is served, and legislative briefings are held. Library supporters should schedule meeting with Legislators and staff.

PARA Roundtables

Friday, April 14, 10 a.m. – 12 p.m. Roundtable at WMRLS Headquarters.

Please RSVP Debbie Bockus by April 13th, dbockus@wpi.edu.

Friday, April 21, 10 a.m. – 12 p.m. Roundtable at Northeastern University, Boston

Please contact Debbie Pennino, d.pennino@neu.edu.

Look for upcoming roundtables in Southeastern and Central Massachusetts, and check out the PARA program guidelines and forms at www.masslib.org. Read all about the PARA program on page 3.

MLA Annual Business Meeting to be held May 8, 2006 in Worcester MA

Details and registration form inside.