

Advocating for Libraries

Kathy Glick Weil, MLA President

Advocating for libraries continues to be one of MLA's key objectives, and several initiatives have increased our ability to positively influence legislative action.

After a successful one year pilot program, MLA is moving forward with its Government Relations Advisory Board in order to expand the organization's opportunities to advocate for libraries across Massachusetts. At its June meeting, the Executive Board approved a mission, purpose, and membership for the Board, agreeing that members will be elected by the entire MLA membership for staggered three-year terms.

The mission of the Government Relations Advisory Board is to represent the interests of all libraries to the state legislature on behalf of the citizens of the Commonwealth. As their purpose, members of the Board will work cooperatively to set an agenda before each legislative session on issues affecting all Commonwealth libraries or particular constituent groups. The Board will work on issues ranging from but not limited to information literacy, information technology development, capital development, privacy, Internet access, and policy development. Members will include MLA representatives, MLA's government relations liaison, librarians from all types of libraries, and representatives from regional library systems, library automation networks, and the Massachusetts Board of Library Commissioners. (Please read the full charge on MLA's web site

Small Library Directors Joining MLA

Margaret Cardello, Membership Chair

I recently ask Deb Blanchard from the Athol Public Library, one of our small library Directors, why she renewed her membership in MLA. Deb said the main reason is that:

"I feel it is really important to support the groups that support us. Most of the time I just don't have the actual time to devote to these worthwhile groups so if I can at least support them financially then I want to do that. Especially in a smaller library where you can become so wrapped up in your day to day trying to get by, it's comforting to know that others are out there lobbying and 'keeping an eye on things'."

MLA's advocacy efforts are one of the primary reasons why Deb continues to support MLA. Our membership year began on July 1 and runs through June 30. Please show your support by joining MLA today.

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Who Is Afraid of My Space

Massachusetts Librarians Are...

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Think For Yourself - Who's Afraid of Myspace?

By Karen Tobin, Assistant Director, Goodnow Library, Sudbury, Intellectual Freedom Committee

Myspace has received a lot of bad press lately. Myspace is one of many social networking sites—others include Friendster, Facebook, LinkedIn and LiveJournal to name a few. As the largest and most popular, Myspace has taken the brunt of the criticism of sites of its kind.

What are social networking sites? According to Wikipedia, “A social network service is social software specifically focused on the building and verifying of social networks for whatever purpose. Many social networking services are also blog hosting services. As of 2005, there are over three hundred known social networking web sites.” More simply, it’s a website where a member can set up a personal page (profile) and build communities (“friend” other members) and/or make comments on or tag other members contents (in addition to more standard social networking sites, sites like del.icio.us and Flickr have this capability). It’s a way for like minded people to find one another.

These sites are tremendously popular, especially with young people for whom socialization is so important. Yet the sites do carry risks, as do many other places, both physical and virtual. The risk of children falling victim to online predators is what has many people afraid of Myspace and its kin. The fear is so great that in July the House of Representatives passed DOPA (Deleting Online Predators Act of 2006). DOPA requires schools and libraries that receive E-rate funding to prohibit access to social networking sites by minors. As of this writing, the Senate is expected to vote on its version of DOPA in early September.

The unfortunate fact that seems to get lost in the tirade of fear is that long before Myspace or the Internet existed, there were predators. The important thing is teaching kids how to be safe, no matter where they are. Going after the medium is not the answer. Education is.

So, where does this leave librarians? We are the educators. Below are some resources to help educate ourselves and our patrons on this important issue.

YALSA has gathered many excellent resources here:

<http://teentechweek.wikispaces.com>

TeenAngels is an example of a site that teaches online safety in a way that’s appealing to kids:

<http://www.teenangels.org/safety.html>

Larry Magid is an expert in the field of online safety and gives helpful advice with a down-to-earth attitude:

<http://www.safekids.com>

<http://safeteens.com>

<http://www.blogsafety.com>

Social networking sites aren’t going away. If you haven’t already, why not sign up for Myspace (or one of the others) and get comfortable in the world of social networking? You may find old friends, or make new ones. Your favorite author or musician may have a Myspace, so you could end up with a celebrity on your friends list. Just like anything else, the more we know about social networking, the more we can help guide our patrons, young and old, through its safe use.

Libraries have already started using Myspace as a tool to reach out, especially to their teen patrons. There is a Myspace group for libraries:

<http://groups.myspace.com/myspacelibraries>

Library Success: A Best Practices Wiki (<http://www.libsuccess.org>) has a growing list of teen-oriented Myspaces:

http://www.libsuccess.org/index.php?title=MySpace_%26_Teens

Move beyond the fear. Take a look at what other libraries are doing with Myspace.

Eighth Annual Jewish Children's Book Writers' Conference

The 92nd Street Y Bottenwieser Library and the Jewish Book Council are cosponsoring the Eighth Annual Jewish Children's Book Writers' Conference in Manhattan on Sunday, November 19, 2006, from 9:00 am to 5:00 p.m.

Featured speakers are executive editor Deborah Brodie of Roaring Brook Press/Holtzbrinck Publishing, executive editor Jill Davis of Bloomsbury Children's Books, publisher Joni Sussman of Kar-Ben Publishing, marketing vice president Theresa M. Borzumato-Greenberg of Holiday House, literary agent Michele Beno of Curtis Brown Ltd., and artist and author representative Ronnie Ann Herman of the Herman Agency.

Author Norman H. Finkelstein, winner of two National Jewish Book Awards, will give opening remarks, and the day will include the popular "Query Letter Clinic and First Pages"

with the editors, sessions on the Grinspoon Foundation's P.J. (Pajama) Library, "Drawing Inspiration from Israel's Multicultural Mix" with Israeli author Anna Levine," the Association of Jewish Libraries' Sydney Taylor Manuscript Competition, and door prizes.

The registration form is available for download at www.92y.org/content/pdf/jewishchildrens-bookwriters.pdf. Call 212-415-5544 or e-mail library@92Y.org for additional information or to request the form by mail.

The final registration deadline is November 11. The conference sold out last year, so register early.

If you write or illustrate children's books for the Jewish market, this conference is for you!



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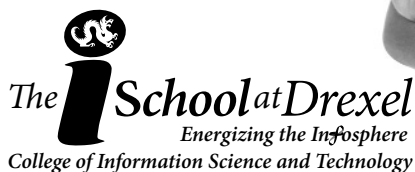
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Advocating for Libraries *(continued from page 1)*

www.masslib.org.)

Carolyn Noah has been appointed interim Chairman of the Board for the coming year until members can be elected in the next MLA election, and she is in the process of selecting an interim Board.

Recently a meeting was held with MLA representatives, Maryanne Lewis (our government relations liaison), and Rob Maier and Maureen Killoran from the MBLC to discuss the FY2007 legislative agenda. We also discussed the successful advocacy efforts by our members and by Maryanne in the FY2006 legislative session. Our advocacy efforts led to nearly \$2,000,000 in additional state funding, and moved us closer to our

goal of adequate state funding for library services. Please know that every email you send and telephone call you make to a legislator moves us closer to that goal.

Finally, the Legislative Committee conducted its first questionnaire, mailed to all candidates running for Governor and for legislative office in 2006. The Committee sent questionnaires to over 400 candidates, providing a series of statements based on the major issues making up MLA's legislative agenda, and asking the candidates if they supported or opposed MLA's position. Be sure to read the responses we received at www.masslib.org/candidates/index.htm.

Newsletter Deadline

The deadline for the January edition of the *Bay State Libraries* is Friday, December 1, 2006. If you have any questions please email us at: publications@masslib.org.

ALA Chapter Councilor Report

Molly Fogarty, ALA Councilor

ALA was the first major Conference to visit New Orleans since Hurricane Katrina devastated the City. The final attendance of 16,964 was low in comparison to last year in Chicago (27,962). The City worked very hard to make us feel welcome. The impact is still felt by so many of these people. In general, it was quite obvious that the reconstruction of New Orleans was not a national priority. I left New Orleans with a personal commitment to advocate for the residents of New Orleans.

The *New York Times* reported that the ALA Conference was seen as a \$27 million “shot in the arm” that will hopefully lead the way for millions of dollars worth of future meetings.

In recognition of the devastation, ALA’s Chapter Relations Office sponsored two full days of service projects for conference attendees to help in the Lower 9th Ward. The devastation is still widespread, with no electricity, little running water and public services nearly nonexistent. Most of the houses were abandoned and some were completely collapsed. Local volunteers were grateful for the help and asked ALA attendees to encourage others to come.

Council Reports and Resolutions: A Summary

Dues Increase

At the Council sessions, ALA staff described their plans to implement the new initiatives called for in the new strategic plan, titled “Ahead to 2010” which can now be funded by the dues increase adopted by the membership this spring. Most of the 1.2 million in additional revenues generated by the dues increase will be directed to the new initiatives and technology improvements.

Key Resolutions:

I voted yes on the following key resolutions that were passed by Council:

- * Urging Libraries to help educate the public about the genocide occurring in Darfur by purchasing and promoting information on the situation.
- * Opposing the “Taxpayer Bill of Rights” (TABOR) bills that have been adopted in Colorado and other

states. (Colorado voters have since repealed it).

- * Urging Congress to direct the EPA to fund the EPA library network.
- * Supporting the Federal Public Access Act of 2006, which directs Federal agencies to supply their documents to depository libraries.
- * Urging Congress to stop the destruction of Federal Libraries and employ professional librarians to staff them.
- * Supporting online social networks as developers of information literacy skills.
- * Affirming Network Neutrality to stop proposals by telecommunication vendors that would create a hierarchy of access for information providers to the web.
- * Supporting E-Rate discounts for libraries and schools.
- * Supporting the American Association of Law Libraries resolution on public access to “Public Access to Court Electronic Records” (PACER).
- * Endorsing HR676, Single Payer Healthcare “Expanded Medicare for ALL” and S2772 “Health Partnership Act.” (This is supported by existing ALA policy).
- * Recommending standards for the retention of library usage records.
- * Recommending collaboration among ALA units toward a national conversation about privacy as an American value
- * Commending the “John Does” of the Library Connection for their resistance to a National Security Letter from the FBI.
- * Adopting the “Resolution on Lessons Learned from Meeting in New Orleans” which commends librarians in the Gulf Coast area for their response to the disaster, calls on conference attendees to bear witness to the extent of the work that remains to be done there, asks librarians to continue to support “adopt a library” programs, and urges librarians to establish or strengthen their relationships with state and local emergency planning agencies to ensure that libraries are part of the preparation, response and recovery in future disasters.

Complete information on all of the resolutions passed by Council is available on the ALA website: www.ala.org.

I would love to hear from the MLA membership. If you have any questions or if there are particular issues you would like me to address at Council, please contact me: lfogarty@springfieldlibrary.org
You can also reach me at (413) 263-6828 ext. 293. 5

Call for Preservation Award Nomination

Award for Outstanding Commitment to the Preservation and Care of Collections

The American Institute for Conservation of Historic and Artistic Works (AIC) and Heritage Preservation joint Award for Outstanding Commitment to the Preservation and Care of Collections is presented annually to an organization in North America that has been exemplary in the importance and priority it has given to conservation concerns and in the commitment it has shown to the preservation and care of its cultural property. Previous recipients include the Historical Society of Frederick County (Maryland), Sam Noble Oklahoma Museum of Natural History, the Henry Ford, the National Archives, the Canadian Museum of Nature, Winterthur, Bata Shoe Museum, and the Museum of Fine Arts, Boston.

AIC and Heritage Preservation currently seek nominations for the 2006 award. Anyone may submit a nomination. Nominees should be not for profit organizations of any size responsible for cultural property that may include collections, historic sites and structures. Cultural property is defined as material that may be artistic, historic, scientific, religious or social and is an invaluable and irreplaceable legacy that must be preserved for future generations. Collections can include fine arts, library and archival materials, natural history, natural science, musical instruments, textiles, technology, archaeology, ethnography and photography. Nominations for the award are due December 15.

For more information, please contact Moira Egan by phone 202-233-0800 or e-mail megan@heritagepreservation.org.

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The Key to Project Management

Diane Klaiber, MLA Executive Manager

What makes for a successful project? Have you ever wondered why a project went astray even though all the team players had the best of intentions?

My experience has shown, in spite of a great idea, if the project manager on the project doesn't communicate and keep all team players abreast of changes, goals, outcomes etc. the project eventually fails. However, this can be overcome by the team leader setting "SMART" objectives for the project and following through with ALL team players.

SMART objectives include 5 elements:

- * SPECIFIC—Your objective should tell all team members what you will accomplish and what is the end result of the project.
- * MEASURABLE—Your project should clearly state the level of accomplishment and impact.
- * AGREED UPON—Objectives are accomplished between the team leader and team members. They should be mutually agreed upon by the parties responsible for its performance and development.
- * REALISTIC—The objective should be realistic and doable given time, costs and impact.
- * TIME-BOUND—The end project should have a completed schedule mapped out and if the time needs to be shifted, ALL parties should be made aware of the schedule by the team leader.

Besides SMART objectives, the following essentials are key for teams to be successful in

implementing a project:

1. Members must be working on a significant project that they have a stake in and know that their accomplishment(s) will be valued by the organization.
2. Members must be willing participants who have the knowledge and skills to accomplish the objectives or the team leader will provide the support to get those skills to each player.
3. Members must know that they are equals and that their ideas and opinions will be respected.
4. The team must have strong leaders who are willing to be responsible for decisions and outcomes. Most important, the leader needs to keep all players abreast of any changes impacting the outcome of the project.

I am sure if any of you have purchased or sold a property, the real estate broker mentioned the tried and true phrase, "location, location, location." When it comes to project management, the phrase is "communication, communication, communication."



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Massachusetts Librarians Are...

News from the Massachusetts Library Community

MLA Member **Gregor Trinkaus-Randall** of the Massachusetts Board of Library Commissioners recently was named a Fellow of the Society of American Archivists (SAA), the highest honor bestowed on individuals by SAA. In addition, Trinkaus-Randall also received a citation from the SAA governing council for his outstanding service to the archives profession in the area of preservation in the wake of hurricanes Katrina, Wilma and Rita in 2005.



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Coming soon - Upcoming MLA Events!

Paralibrarian Award Nominations!

The Paralibrarian Section of MLA gives out two awards each year:

Outstanding Paralibrarian of the Year - a non-MLS library staffer who adds value to their job and gets involved on local, regional and state levels. This person thinks outside the box, and is a role model for library professionalism.

Paralibrarian Advocate of the Year - a mentor, and a role model, this person is dedicated to developing opportunities for paralibrarians. With a vision for change and growth, this person promotes educational and leadership potential and works to increase paralibrarian visibility. (MLS degreed or not)

Sound like someone you know? Nomination

information and forms will be available soon online at www.masslib.org. Questions? Contact Gael Nappa (gnappa@mvlc.org).

2007 MLA PR Awards!

The MLA 2007 Public Relations Awards will be presented at the MLA Annual Conference. An entry form for the awards will be available in the January newsletter. Gather up your best work and look for more details on submitting your work for consideration in our next issue.

MLA Annual Conference!

The 2007 MLA Annual Conference will be held May 2 - 4 in Sturbridge, MA. This year's theme: Branch Out @ MLA