

The 'Wow' Factor

Kimberly Lynn, MLA President

I love that little word, "Wow!" I love the way it looks with an exclamation point. It's my word of choice when I'm impressed by someone or something, and lately, I've been saying "Wow!" a lot. One reason is because Diane Klaiber, MLA's executive manager, is leaving the association at the end of January. Diane joined us more than 4 years ago! Time has flown by and Diane did a remarkable job getting MLA's affairs in order. Many thanks go to Diane for her hard work and commitment to MLA.

Another "Wow!" goes to the library supporters who attended a public hearing on library funding this past October 4th at the Worcester Public Library. MBLC Director Rob Maier, said that the Patrick administration's request for the budget hearing was a first. Library staff members and users were compelling, passionate and forceful. The 183 written testimonies submitted were compiled and presented to Governor Patrick and his administration. This great advocacy effort, coupled with the recent passage of an additional \$385,710 in the supplemental budget for the six regions (line item 7000-9401), have helped position us for next year's budget cycle.

Finally, I've been "wowed" by a number of things happening in libraries around the Commonwealth. Examples include Palmer Public Library's "Tales by Mail" program enabling people to record stories onto cds for loved ones; Wellesley Free Library's program called, "Morningstar, Money and More.;" and Beebe Library in Wakefield's "Supper Sleuths" program. MLA wants to encourage sharing great program and service ideas. We also want to honor the libraries and staff members who come up with and implement them. So, we've developed an "Innovation Award" program. Details will be disseminated soon and the nomination form will be easy to fill out! The 1st Innovation Award will be presented at the Annual Conference this May in Falmouth. I can't wait to learn about all the great things going on in Massachusetts!

A Chapter Closes

Diane Klaiber, MLA Executive Manager

Most of you know by now, that I will be retiring as executive manager of MLA effective February 1, 2008. As I leave the organization, I feel very confident in what I have brought to the table in the past four years and what I am leaving at the table. The revenue has almost doubled while both programs



and vendor relationships are strong. The infrastructure has been re-established and files are in good shape for the next executive manager. In other words, MLA is probably at its best and ready for the next level of organizational responsibility as it develops its brand.

The question many want to know is are you "officially retiring"? I have always wondered what that means?!? If you know me, I don't think I could ever sit around in retirement. I have always maintained life is just a combination of paths and journeys. My career is a perfect example. I

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began it as a school media specialist, then a corporate executive, moving to a law consortium, account manager, publications manager, waitress, fitness center clerk and executive manager of MLA. So my next path is about to begin.

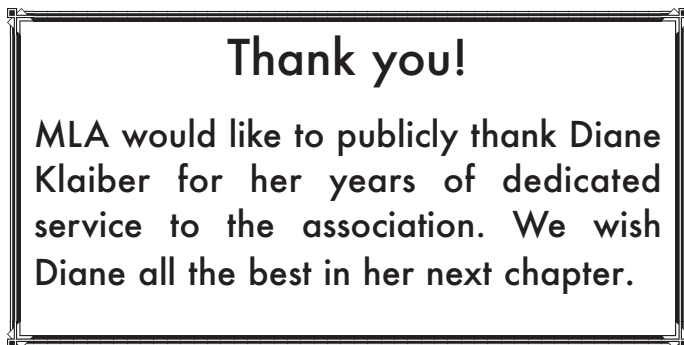
However, I will take some time to focus on my home and family. Then, if I find the right fit, I may consider another project or perhaps work in something totally different like on the ferry between Nantucket and Hyannis! Life is full of surprises and that keeps it exciting!

I wish each of you good journeys in YOUR career and personal lives! So this is not the end of the book, just one of the chapters that I am now closing. Thank you for your support and God Bless each of you and your families.

Sincerely,

Diane Klaiber

Executive Manager January, 2004-January, 2008



New Benefit for MLA Members

Mackinac Island Press is offering members of the Massachusetts Library Association the following specials on their outstanding books! For every dollar you spend, you will receive 30% off the list price AND MLA will receive 10% of the total cost which we will put into our general operating fund for educational and leadership programs.

For every order, Mackinac will send Adventures Of Pachelot: Last Voyage Of The Griffon for FREE.

Plus, for every order of Has Anyone Seen Christmas? we will donate another copy to Toys for Tots, and you get the Pachelot book FREE, too!

Done with your seasonal shopping? Not to worry, this is a year round benefit for MLA members.

Massachusetts Librarians Are...

News from the Massachusetts Library Community

Elizabeth Watson, retired chief librarian of the Fitchburg Public Library passed away October 13th after a brief illness. She worked at the Fitchburg library for over thirty years, serving as the children's librarian and later as chief librarian for 17 years before retiring in 2004.

Mary Rose Quinn has been hired as the director of the Stevens Memorial Library in North Andover. She succeeded Sue Ellen Holmes who retired after her 41 year career with the library, serving as director of the library for 17 of those years

The Northborough Free Library held its Groundbreaking Ceremony on Sunday, October 21. Approximately 75 people gathered to kick off construction of a renovation/addition. The project was approved for funding under the Massachusetts Board of Library Commissioners' Library Construction program, and has overcome several hurdles. The work on the long-awaited project is now moving forward. The library is currently in temporary quarters at 71 Lyman St. in Northborough.

Dana Mastroianni began serving as director of the Moses Greeley Parker Memorial Library in Dracut at the beginning of October. She succeeded Susan Schwarz who retired after serving as director of the library for 17 years.



To take advantage of this special offer, you will need to go to their web site at www.mackinacislandpress.com Once you have finalized your order and go to their checkout, you will need to put in the code MASSLIB. At that time, your 30% discount off the list price will be calculated.

Blog with MLA

Did you know that the Legislative Committee, YSS Section and Paralibrarian Section all have blogs accessible from the MLA web site? The web site also contains a schedule of all section and committee meetings! So, visit the MLA web site to access the blog and news of your favorite section or committee today!

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MLA is pleased to announce a great line-up of programs for the 2008 Annual Conference to be held on May 7, 8, and 9 in Falmouth. This year's theme, *Growing Communities*, reflects our profession's many connections, networks and resources and it reminds us of the importance of outreach and involvement. Once again we will be separating this outstanding programming by tracks with some of the highlights included in this article. Once again our Annual Conference offers many opportunities for personal and professional growth.

The Technical Services Section kicks off the programming with a Preconference that will put you on the cutting edge of library technology! [See insert below]

After the preconference, the Technical Services Section programming continues with a presentation by Janet Swan Hill on the future of bibliographic control. Diane Hilman from Cornell University will discuss RDA, (Resource Description and Access) which will be taking the place of AACR2 as a cataloging standard.

Want some dancing with your cataloging? Then Dance with the Stars at the MLA Conference Paralibrarian Section's Annual Meeting on Thursday morning, May 8. Fill out your dance card to enjoy networking opportunities and earn points for the PARA. Winners of the Outstanding Paralibrarian of the Year and Advocate of the Year will be announced and recipients of the Paralibrarian Recognition of Achievement (PARA) are applauded.

The Youth Services Section will also test your dancing skills at their game night where you can play Dance Dance Revolution with fellow gamers. If you are in the mood for something more practical, Vickie Beene-Beavers will be presenting a program on Financial Literacy for kids and teens and Marlene Kliman will show us how to "Mix in Math" at the library. Youth Services is also working with the Intellectual Freedom Committee for a presentation with Roger Sutton of the Horn Book, "Liberating the Reading Habits of Children". Sutton will discuss children's librarianship and the balance between encouraging parental involvement and upholding children's freedom.

TSS: PreConference & Conference Programs

The PreConference will delve into the future of the integrated Library System with Marshall Breeding, Director for Innovative Technology and Research at Vanderbilt University, then the most popular 2nd generation OPACs will be discussed by the people on the inside

- The open source software Evergreen is a web-based catalog used by the Georgia Public Library Service. David Singleton - Deputy State Librarian Georgia will share the experience of using it.
- We will hear about Endeca which uses the look and feel of popular commercial Web sites to provide a familiar search experience for patrons. It will incorporate user-friendly BISAC subject headings (developed by the Book Industry Study Group) to facilitate browsing.
- VuFind, developed at Villanova University's Falvey Memorial Library, is another open source software which is designed to replace the traditional OPAC. Andrew Nagy will be the speaker.

- Brooke Johnson will talk about Koha, an open source, full featured ILS used at the Guggenheim Museum in New York and public libraries
- Scriblio: is an award winning, free, open source CMS and OPAC with faceted searching and browsing features based on WordPress. Casey Bisson will be the speaker.
- Eric Lease Morgan will speak about the next generation data format: what does the future hold?

The Conference will feature:

- The Emerging cataloging future: RDA, DCMI and the Semantic Web. Diane I. Hillman from Cornell University
- The Future of Bibliographic Control: predictions, pratfalls, dread or delight? By Janet Swan Hill of the LC Working Group on the Future of Bibliographic Control.
- How to create your Institutional Repository by Suzanne Bell, "Projects Coordinator" for the institutional repository at the University of Rochester.

The Intellectual Freedom Committee will also present "Presidential Power and the Rule of Law" with Charlie Savage. Mr. Savage is the winner of the 2007 Pulitzer Prize for national reporting for his Boston Globe series of articles on Presidential signing statements. He will speak on the growth of executive power under the Bush-Cheney administration, the future of executive power when they leave office, and what we might expect from the 2008 candidates. Savage covers the Supreme Court and the Departments of Justice and Homeland Security, with a focus on legal and policy issues related to the war on terrorism, including articles on the Patriot Act. He is the author of the recent *Takeover: the return of the Imperial Presidency and our Subversion of the American Presidency*.

For the academically-minded ACRL-NEC is sponsoring a one-day track of sessions on the topic of advocacy for academic libraries. Susan Parker, Deputy University Librarian and CFO, of the UCLA libraries, will discuss the changing role of the library as seen by University Presidents and Provosts. They believe the library's focus must change from being the heart of the university to supporting the mission of the university. This new centrality theme will be interwoven throughout the day. Other sessions on advocacy will include marketing, developing Friends of the Library group, and strengthening faculty relationships through a liaison program.

MLA's School Track happens on Friday, May 9th. School, academic and youth services librarians will enjoy this chance to network and consider the implications of current research regarding the teen brain and the global workplace upon library instruction and services for today's students.

Programs include Whole Brain, Open Mind: Co-Constructing Knowledge through Reference Services for Today's Learner presented by Dr. Lesley Farmer of California State University, Long Beach and a roundtable focused on Daniel Pink's book *A Whole New Brain: Why Right-Brainers Will Rule the Future*. Don't miss an opportunity to consider the power of our collective brains as we move from the information age to

the conceptual age to build a community for learning.


Always a draw, Nancy Pearl will be back to kick off the Reader's Advisory Track with *Opening Books, Opening Doors: Providing Effective Reader's Advisory Service*, followed by the reprise of last year's popular *Book Buzz 2008*. Once again Nancy will be joined by Library Marketing reps from HarperCollins and Macmillan Publishing, as well as three authors: Linda Barnes, Mameve Medwed, and Katherine Hall Page. Other programs in this track include a revealing discussion with book review editors from *Library Journal* and *Publisher's Weekly*, a look at online reader's advisory, and genre spotlights on romance, street lit, and fantasy through the eyes of a librarian and author.

Of course more and more libraries need to stay on top of technology, and MLA is the place to do just that. Library superstars from across the country will come to Falmouth to look at the latest technology issues. David Lee King will be on hand to say "Managers, Pay Attention!" to social networking tools in libraries. Aaron Schmidt will talk about the nuts and bolts of IM reference and an overview of best practices in

virtual reference. Other technology topics include building community with photographs using Flickr, integrating iPods in your library, and what the Boston Library Consortium is doing with the Open Content Alliance.

If you are looking for a job, the highly-acclaimed MLA Career Center will be back at the upcoming annual conference in Falmouth. The staff from the Simmons College Career Resource Library will be available to help with your resume, interview and job-searching strategies. Learn to network and market your skills, survive behavioral interviewing, and dress for success.

Have you learned how to really shake those book carts? That's right, it's the Book Cart Drill Team at the first ever MLA Competition, sponsored by the Paralibrarian Section and DEMCO. Drill Teams foster teamwork throughout the library staff, from library aides right up to the director! For public relations and



**Massachusetts
Library Association**

Book Cart Drill Team Competition!

May 8, 2007 at the Annual Conference

Come join the fun!

Sponsored by the **Paralibrarin Section and DEMCO!**
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Information including rules and registration will be online soon at
www.masslib.org.

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or
Allison DaSilva, Reading Public Library, Reading
781-924-9104 or dasilva@noblenet.org

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PR Tips: A First Prize Annual Report

About ten years ago, we began to develop a UMass Amherst Libraries annual report for an external audience, that is, our donors and stakeholders. It was more than 20 pages in length, and was mostly text with few pictures. It conveyed a great deal of information, and while we weren't really sure, we thought it was the information that our stakeholders wanted to know. Truth be told, we rarely received feedback from our readers. Rather, we imitated what other research libraries were doing, thinking they were right. And, of course we felt – and still feel – a responsibility to keep our donors and administrators informed about the Libraries.

As budgets tightened in 2000-2003, funds for the annual report dwindled. We knew we needed to produce a publication of some kind, but it would be trimmed significantly. We whittled the design down to a single 6-panel sheet (25 1/2" x 8 1/2" folded in thirds) and edited our key messages to fewer than 1,000 words. It was no easy feat to squeeze a year's activities into such a small package.

For the new design, we took many cues from the increasingly visual information world in which we live. Excellent photographs, an appealing layout, and expert graphic design needed to drive the new look. We knew that we would be competing with annual reports, newsletters, and other mailings that angle for attention in our readers' mailboxes, as well as everything from glossy magazines to interactive emails and web sites.

We began a round of meetings with vendors to get price estimates. (We typically print about 9,500 copies, so it is worth it to shop around.) In 2005, we learned that the costs of color printing were dropping significantly, enough so that we could consider printing in full color. We hired a professional graphic designer to

implement our vision, while continuing to do the writing, editing, proofreading and much of the photography in-house.

Our 2005 annual report was published in early 2006, and was our first report in full color with the new design. It was very well-received by our donors and those familiar with us; it also inspired a great deal of positive feedback from our colleagues at research libraries around the country. We chose to produce our biannual newsletter in color as well with a similar feel, so the two publications made a nice one-two impact.

To ensure that our readers recognize us, we plan to use the same report design for at least three, but no more than five years. We published our 2006 report in early 2007, and, with the confidence gained from another round of rave reviews from our readers and library peers, decided to apply for the MLA PR Award. We were thrilled that the judges recognized us with a first-place award.

In summary, the key concepts that guide us in this successful publication include:

- feature pictures of library users
- use the word "library" prominently
- select fonts and point sizes that are large enough to be read comfortably and that help convey tone
- edit, edit, and edit again to be sure messages are expressed well and succinctly
- consider eliminating a paragraph of text when an interesting visual element (chart, graph, statistics, etc.) might do
- document events and accomplishments throughout the year with photographs creating a pool of images from which to select
- pick a color palette and use it consistently throughout the piece
- have "outside" readers review your copy for clarity and proofread it for errors

New MLA Contact Information

As of mid-January you can reach our incoming Executive Manager, Elizabeth Hacala at:

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PO Box 535	781-998-0393 (fax)
Bedford MA 01730	mloffice@masslib.org

Emily Silverman
 Director of Development and Communication
 UMass Amherst Libraries

Save your best public relations work now for the 2009 MLA PR Awards!

Growing Communities at MLA's Annual Conference (cont.)

marketing they bring cheers from patrons. Get a team together, practice, create costumes, decorate your carts and have some fun. Sign up for the MLA drill team Competition which will be held on Thursday afternoon, May 8. Trophies and awards included.

This year at MLA, we'll be offering a Technology Petting Zoo. Never seen an iPhone? Considering video game consoles for your library? Thinking about jumping on the podcasting bandwagon? Not sure what to do with devices your patrons may bring into your library to plug into your library computers? Come check out a variety of gadgets of interest to you and your patrons in a comfortable atmosphere. Nothing bites or induces allergies - we promise! Volunteers interested in demonstrating gadgets, gaming and Web 2.0 applications should contact Beth Gallaway at informationgoddess29@gmail.com

This year's Annual Conference will be a great time to meet some new people and have fun. The Falmouth Public Library staff's "Evening at the Falmouth Public Library" on Wednesday May 7 begins with an early

evening reception and a behind the scenes tour. You will be among the first to tour the newly renovated and expanded Falmouth Public Library which is slated to open in spring 2008. The efficiently redesigned space and custom-designed furniture balances modern décor with an eye to historic preservation. After the tour, transportation will be provided to Main Street where you can take advantage of *MLA Days*, sponsored by the Falmouth Chamber of Commerce and Village Association. These promotions and discounts are exclusively for conference participants.

All of that is just scratching the surface on the programs being offered at MLA next May. Watch for our program brochure to find out about the school libraries, management, marketing, personal improvement and outreach tracks. The Conference Committee team has worked hard to present a comprehensive program on the most significant issues facing library and information professionals.

We hope to see you in Falmouth this May!

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MLA Conference Scholarships Available

With the MLA Conference right around the corner, we are excited to announce that once again first time conference attendees will be eligible for the *Kay Bader Scholarship*. Conferences are a wonderful opportunity to meet with other professionals and gain new insights into best practices from around the state. This year's conference is focused on "Growing Communities," and is packed with programs to interest all types of librarians and paraprofessionals; public, school and academic. Attending an MLA conference is not only a great networking experience, but is a lot of fun too!

The Conference is scheduled for May 6-9 and will be held at the Seacrest Resort in Falmouth, Mass. On May 6th there is a Technical Services Pre-Conference and the regular conference begins on May 7th.

There are eight scholarships available. Six of the scholarships will be awarded to persons working in a library in Massachusetts and two scholarships will go

to MLS candidates currently attending an ALA accredited Library Science program. The scholarships cover registration, lunch and dinner for all days attended, half of the cost of accommodations, and a year's membership to MLA.

For more information or to apply, visit the MLA web site: www.masslib.org to access the Conference brochure and the scholarship application form. Applications must be submitted online and are due by March 14, 2008. Scholarship recipients will be notified in early April 2008.

If you are not eligible to apply for the Kay Bader Scholarship, but know someone who is, please encourage him or her to apply!

Any questions, please contact Mary Behrle, 978.762.4433 x14 or Danielle Kovacs, 413-545-2784.