



V E R M O N T
L I B R A R Y
A S S O C I A T I O N

VLA News - May 2013

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Registration is Open for the Vermont Library Conference

Empowering the Voices in Our Community

Tuesday, May 21, 2013
St. Michael's College
Colchester, Vermont

Libraries empower the voices of their community members by fostering innovation and creativity, supporting multiple literacies, and providing opportunities for conversation and civic engagement. As librarians, we are setting a new vision for libraries of the 21st

President's Letter

Next month marks the end of my term as President of the VLA. Personally and professionally it has been an extremely busy year and I know for many of you as well. While I was extremely proud to open up the [Movers & Shakers 2013](#) issue of Library Journal and see two Vermont Librarians, [Amber Hunt](#) and [Lydia Willoughby](#), I already knew that for a small state, Vermont Librarians are a powerful group. I agreed to this position despite my hectic schedule and residence being hours away because I knew I would be working with some of the greatest librarians in the nation. Yes, being active in a professional organization looks good on the resume. It builds relationships and strengthens networks. I have had the opportunity to grow professionally in more ways than one. It has been worth every minute of extra travel and duties I have expended.

However, during this year we have unfortunately lost several of our very valuable VLA board members due to career moves out of state. We have had many new movers and shakers step up to the plate on the board and we are grateful, but we need more. Here is an opportunity for you to join the best and brightest in Vermont libraryland. Can you give a little of your time to move Vermont libraries and our profession forward? I can guarantee you it is a risk worth taking. I look forward to seeing each and every one of you at the [Vermont Library Conference on May 21](#).

Sincerely,

century and leading the transformation of our libraries and our communities.

Check out the [exciting program](#) and [Register Today!](#)

National Library Legislative Day

[Denise Wentz](#) (president elect of the [Vermont School Library Association](#)(VSLA)) and [Oceana Wilson](#) (VLA Government Relations Committee Chair) will be representing Vermont at the [National Library Legislative Day](#), ALA's two-day advocacy event where hundreds of library supporters, leaders and patrons meet with their members of Congress to champion national library funding.

VLA News PDF

While we strongly encourage our readers to enjoy the environmentally friendly electronic version of the VLA News, we have received several requests to provide a PDF version for those who wish to print it out.

[VLA News - May 2013](#)

This can also help in cases where your newsletter is clipped and you are not able to retrieve the full version.

Enjoy!

Back Issues

Did you miss previous issues of the new VLA News? Don't despair! You can read them on the VLA Website!

[VLA News Back Issues](#)

Substitute Pool

The [Vermont Library Substitute Pool](#) is booming!

Subs/Temps/Volunteers
Signed Up: **54**

Deborah Gadwah-Lambert
VLA President
Director, [Alice M. Ward Memorial Library](#)

Editorial

I am delighted to announce that the VLA News is getting two new editors! Please welcome Debbie Landauer, Director of the [Fairfax Community Library](#), and Janet Clapp, Virtual Reference Librarian at [tutor.com](#), as co-editors of the VLA News for the 2013/14 year (and beyond, we hope!). Their first issue will be released in July.

I am stepping down from the VLA News and up to chair the newly formed VLA Membership & Outreach Committee. Membership & Outreach folds together the membership committee, communications/webmaster, and editorial committees into one creating a more streamlined process for you, the member, and us, the volunteers. I'm excited to tackle the following things in the coming year as the flagship holder of this large umbrella:

- 1) Membership Survey - I want to know not only why members of VLA continue to be members, but why folks may have chosen not to be a member of VLA. I'm counting on both groups to tell me what you think we're doing well and what you think we can do better. And perks! Aside from the [swell perks we already have](#), What kinds of things would be enticing to you as a VLA member? What do you get in other memberships that you wish we were able to provide? Tell me all of the things.
- 2) Online Payment - We know, we know, it's the 2013 and you can't yet join VLA online. It's coming. Promise.
- 3) Website Update/Redesign - This has been in the works for a while and we hope to roll out a cleaner, better organized VLA website in the coming year.
- 4) Swag - Once we have our new logo (stay tuned for more on THAT) we want to set up an online store where you can show your VLA pride in the form of...totes? mugs? stickers? pens? You tell me, what do you want a new VLA logo on? I want it on a travel mug myself. Anyone who's met me knows I have a coffee cup practically grafted to my hand, so...

I will also continue to manage the [Vermont Library Substitute Pool](#) (VLSP) and it's going to get a facelift, too. There will be a section for it on the VLA Website with

Availability of Pool by County:

Addison - 12
Bennington - 7
Caledonia - 7
Chittenden - 29
Essex - 3
Franklin - 7
Grand Isle - 9
Lamoille - 11
Orange - 10
Orleans - 5
Rutland - 10
Washington - 19
Windham - 9
Windsor - 11

Potential Employers Accessing
It: **36**

Employers by Library Type:

Public - 26
Academic - 6
Special - 2
School - 2

Check out all the [VLA
Employment Resources](#)

Meet Your Leaders

VLA is here to help you. The people who make up the Executive Board, Section & Committee leaders and Representatives volunteer their time for VLA because they feel that it is important to be involved in an organization that benefits their fellow Vermont librarians and their profession as a whole. Below is a list of your VLA Leaders (for more contact information, see the [VLA Leadership Directory](#)). Let them know if you would like to be involved in VLA, too!

Executive Board

President:

[Deborah Gadwah-Lambert](#)

**Vice President/President
Elect:**

[Amber Billey](#)

Past President:

[Joseph Farara](#)

Secretary:

[Heidi Steiner](#)

Treasurer:

testimonials and better descriptions of what it is and how to join. If you have a VLSP testimonial you'd like to share, either as a temp/sub or an employer, we'd love to hear it! I also plan to investigate actual database management options so that the potential employer end is no longer a huge, unwieldy spreadsheet.

Big things coming! If any of this sounds exciting to you and you want to help, or you just want to offer an idea or support, please don't hesitate to get in touch with us at vermontlibrarieswebmaster@gmail.com.

See you all at the [Vermont Library Conference!](#)

Helen Linda

VLA News Editor/Editorial Committee Chair

[NETSL](#) Past President

Systems & Tech Services Librarian, [Goddard College](#)

Membership Committee

This will be my last installment as a VLA Board member. I have thoroughly enjoyed being your library association membership chair for the last 3+ years. I have made new acquaintances and strengthened friendships. I have learned new skills and honed old skills. I have a new appreciation for volunteerism and community work. It has been a pleasure to serve, and I sincerely hope that all of you consider donating some time to our valued professional association.

So what will be taking up all of my time now that I won't be busy updating the VLA membership database and attending our lively committee meetings? I plan on concentrating on directing the [Stowe Free Library](#). It is the position that I have dreamed of and have worked so hard to acquire. It is a wonderful place filled with the most fascinating patrons, volunteers, and staff members.

As a new director, I am driven to grasp as much information as I can to learn and improve. When I heard that our VLA Public Libraries Section was hosting an Advocacy Workshop, I signed up immediately! The workshop was wonderful and inspiring. Two panels of librarians discussed different ways of advocating for your library, from advocating through programming to making lasting community relationships.

With advocacy in mind and in honor of [National Library Week](#) "Communities Matter @ Your Library", SFL held a raffle. Participants filled out an "I love my library because ..." form and submitted a separate contact information form. We displayed all of the comments throughout the library. Responses included:

[Wynne Browne](#)

Section Representatives

Youth Librarians President:

Organizes workshops and assists youth librarians.

[Amy McMullen](#)

College & Special Libraries President:

Organizes workshops and assists college and special librarians.

[Andy Burkhardt](#)

Public Libraries President:

Organizes workshops and assists public librarians.

[Lucinda Walker](#)

Trustees President:

Organizes workshops and assists library trustees.

[Laurel Stanley](#)

Vermont Library Trustees Association Convenor from DOL:

Organizes workshops and assists library trustees.

[Michael Roche](#)

Awards Committee Chair:

[Grace Greene](#)

Archivist:

[Paul Carnahan](#)

Department of Libraries Representative to the VLA Board:

[Christine Friese](#)

Committees

Editorial Committee:

VLA News editor and VLA website co-webmaster.

[Helen Linda](#)

Government Relations Committee Chair:

Assists libraries with connections to legislators.

[Oceana Wilson](#)

Intellectual Freedom Committee Chair:

Assists librarians with challenges to library materials and issues related to patron privacy.

[Ray Brior](#)

Membership Committee

“It provides a great learning community for kids.”

“It is always a positive, enriching experience.”

“It is ... a warm, comforting shelter during harsh and stormy days.”

“I can read to dogs and there is no end to how many books we can read.”

“I appreciate the interlibrary loan program.”

“The librarians...always willing to get what you want and need: great exchange of ideas and reading suggestions.”

“The librarians are super people – First Class!”

The raffle was a huge success! We had 92 entries, which also included some well-deserved pats on the back for the staff. The winner walked away with a Stowe Free Library book bag, Kindle e-reader, Bear Pond Books gift certificate, and Laughing Moon Chocolates. In my book (pun – intended), that’s a win-win!

I am having fun learning new things and meeting new people at Stowe. If you are in the area, stop on in! Librarians are always welcome! And if you don’t get the chance to swing on by, you won’t be seeing the last of me. I will be on the panel at the [Vermont Library Conference](#) discussing on-line MLIS programs. Come see what I have to say about the [University of Illinois’ LEEP Program!](#)

See you all soon!

Cindy Weber
Chair, Membership Committee
Director, [Stowe Free Library](#)

Public Libraries

It was a lively group of public librarians who gathered at the Midstate Library on March 29th for a daylong workshop on public library advocacy. Each librarian received a swag bag containing items provided by [ByWater Solutions](#), the [Phoenix Bookstore](#) and the [Norwich Bookstore](#). We thank them for their support.

The morning’s panel discussion, “Programming as Advocacy” featured Debra Tinkham ([Bradford Public Library](#)), Sam Maskell ([Rockingham Free Library](#)) and Susan O’Connell ([Craftsbury Public Library](#)). The importance of keeping programming new and interesting was discussed, as was the fact that attendance isn’t

Chair:

Maintains membership roster.

[Cindy Weber](#)

Personnel Committee Chair:

Assists librarians with questions related to personnel issues.

[Shara McCaffery](#)

Vermont Library Conference Chair:

[Jane Napier](#)

Representatives**American Library****Association Councilor:**

Represents Vermont for the national organization.

[Charlotte Gerstein](#)

New England Library**Association Representative:**

Represents Vermont for the regional organization.

[Kip Roberson](#)

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Other mail clients should receive VLA News in its entirety, but if not, please [let us know](#).

necessarily the only indicator of success. More often, success is better measured by the experiences of the attendees. Bradford Public Library was able to add additional open hours based upon the success of their new programming. Sam Maskell holds focus groups for middle-schoolers to discover what it is they want from their library. She also visits the local school on a regular basis. Craftsbury has had great success with their programs targeted to specific groups. Role-playing games like Dungeons and Dragons have been very successful at both Rockingham and Craftsbury. Other programs offered by libraries include Lego Club, American Girl Club, Brewmaster Night, mushrooming, bird & botany walks, outdoor music, local small business series and Zombie vs. Human tag.

Our afternoon panel, "Building Long Term Relationships" focused on the importance of fostering partnerships with town officials, trustees and other local organizations, particularly if there is a building renovation or expansion planned. Our panelists were Celiná Houlné ([Rockingham Free Library](#)), Kristen Hughes ([Bent Northrop Library](#)) and Laurel Stanley (Trustee, [Pope Memorial Library](#)). Each librarian stressed that open communication and flexibility were key, as was the ability to ask for help when needed. Your community wants to know what they can do. When the Bent Northrup Library was moving into their new building, a kid brigade moved the collections. Laurel Stanley spoke for many of us when she said she never wanted to raise money but now, as a trustee, "it's all I do!"

During the last session of the day we split into groups based on population served and talked about goals for advocacy in our own libraries. It was a full and fun day. I'd like to thank everyone who participated and our wonderful panelists. I'd also like to thank Lydia Willoughby for her help in organizing program.

As of May 21st, Lydia will be the new Public Library section president. Please join me in welcoming her. I have had a wonderful time serving on the VLA Board and as the Public Library Section president. Not only have I been able to work with delightful people, but it's been personally inspiring to see up close the dedication and energy that Vermont librarians bring to their jobs and to their communities. Thank you for providing me this opportunity and I'll see you all at the [Vermont Library Conference](#)!



Lucinda Walker
President, Public Libraries Section
Director, [Norwich Public Library](#)

Lydia Willoughby
Vice-President, Public Libraries Section
Reference/Instruction Librarian, [Hartness Library, VTC](#)

ALA Councilor Report

In January I represented you all as Vermont Chapter Councilor at my first [ALA Midwinter Conference](#) in Seattle. [Council](#) is the governing body of ALA, with councilors representing each state chapter, each ALA division and round table and 100 at-large councilors. I must tell you that decisions for your professional association are made very thoughtfully. It is a cumbersome but democratic and conscientious process, with various constituencies of our profession carefully represented and accounted for.

What did Council accomplish at Midwinter? [A summary of the actions of Council](#) is posted on the ALA website.

Among other topics, we participated in discussion around the role of ALA in the future. The fiscal well-being of the organization is a big concern, and to that end, Council approved a proposal (which was just passed by ALA members in April) for a personal member dues adjustment that would link the dues to the [Consumer Price Index](#) (CPI) for the next five years.

Council members are very aware of the already high cost of membership. Raising dues was very controversial and debated extensively. In Vermont in particular I know ALA membership seems like a luxury for many library staff members, but I encourage you to [join and be active in ALA](#) if at all possible.

Among many other worthy initiatives, [ALA's Digital Content and Libraries Working Group](#) is representing the interests of libraries around digital content in discussions with authors and publishers. This is the kind of issue where having a national voice advocating for

libraries and library users can be helpful.

Something else generating much discussion at Midwinter was a resolution about divesting ALA funds from investments in fossil fuel companies. This conversation will be continued at [Annual](#). Council also approved the formation of a Sustainability Round Table.

Also resonating for Vermont libraries at Midwinter was President Maureen Sullivan's initiative "[Promise of Libraries Transforming Communities](#)." ALA is working with the [Harwood Institute for Public Innovation](#) on building "a sustainable, scalable national plan for library-led community engagement."

Please [be in touch](#) with any questions or comments. See you at the [Vermont Library Conference](#).

Charlotte Gerstein
ALA Councilor, VT Chapter
Reference & Instruction Librarian, [Castleton State](#)

Inclusion Committee

The Inclusion Committee of VLA invites you to check out our incredible panel at the [Vermont Library Conference](#)! We have confirmed panelists from the [Howard Center Street Outreach Team](#), the [Champlain Valley Agency on Aging](#) (CVAA), the [Committee On Temporary Shelter](#) (COTS), and [Outright Vermont](#). See the VLC panel listing below. If there are any specific questions or issues you would like the panel to address, please let Kat Redniss know, kat@brownellibrary.org. There will also be plenty of opportunities for impromptu Q & A at the discussion. Hope to see you there as we move forward to create a more inclusive VT Library Community!

Outreach and Access to Under-Served Populations

Join representatives from VT organizations serving the under-served as they share the challenges, successes, and strategies of working with diverse populations. How can we create more inclusive environments in libraries that support the needs of ALL our citizens? Presented by the Inclusion Committee of VLA.

Kat Redniss
Chair, Inclusion Committee
Young Adult Librarian, [Brownell Library](#)

Resources On...

Advocacy & Marketing

Whatever job you do in your library, and whatever type of library it is, part of your role is to promote your institution. Every staff member should spread the message about how important the library is and what value it offers to its constituency. Whether you call it advocacy (supporting a cause) or marketing (pushing a product), the intent is the same: to inform and persuade the audience. Although the immediate tasks demanding our attention sometimes push advocacy and marketing to the back burner, we need to include it in our daily work.

Books:

These are a few of the many titles about library marketing that are available from the [Vermont Department of Libraries](#).

Bite-sized marketing: realistic solutions for the overworked librarian by Nancy Dowd, Mary Evangeliste and Jonathan Silberman. 2010.

Lots of practical tips and advice for marketing using print and online resources.

Building a buzz: libraries & word-of-mouth marketing by Peggy Barber and Linda Wallace. 2009.

According to the authors, libraries can involve every staff member in spreading the word about the library. If you have no publicity budget, you can still make an impact by utilizing the ideas provided here.

Marketing your library's electronic resources: a how-to-do-it manual for librarians by Marie R. Kennedy and Cheryl LaGuardia. 2013.

This new book goes through the process of developing a marketing plan focused on e-resources, for academic and public libraries.

Websites:

[Vermont Department of Libraries Advocacy](#)

This is one of VTLIB's helpful "Librarians' Resources."

[American Association of School Librarians Advocacy](#)

AASL's page devoted to advocacy, including links to resources and tools.

[Association of College and Research Libraries Marketing @ Your Library](#)

ACRL has a number of links to toolkits and other information for promoting academic libraries.

[Public Library Association Advocacy](#)

PLA has a page with links to PLA and ALA advocacy resources.

[Library Success: A Best Practices Wiki - Marketing](#)

Links to numerous resources, including blogs on the topic.

What ingenious advocacy ideas have you witnessed at other libraries? What marketing techniques in the commercial world can be adapted for your library? How do you promote your library?

Janet Clapp
VLA Editorial Committee
Virtual Reference Librarian, tutor.com

Don't Forget to Visit Us on the Web!

<http://www.vermontlibraries.org>

Vermont Library Association, PO Box 803, Burlington, VT 05402

