



## VLA News - November 2012

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### Social Networking

Did you know that VLA has more than just a [website](#)? Visit us in any of these locations and get information up to the minute!

[Facebook](#)

[Twitter](#)

[YouTube](#)

## President's Letter

Over the last six months I have spoken and written a lot about library advocacy. I hope some have taken advantage of the free advocacy training course [Turning the Page 2.0](#) or had fun and raised awareness with [Geek the Library](#), which I personally have used to raise library awareness both at the public and school libraries in my community.

Don't let your library be the community's best kept secret. Even if you are not trying to raise funds or influence a public vote, it is always important to keep or increase the public's awareness of the library's value. A library director is a leader. Our staff, trustees and "customers" are looking to us to develop and implement a service plan.

As leaders we must be asserting our value or marketing our library every day. Yes it is essential to have key players such as staff, trustees and elected officials in your arena, but do not stop there. Technologies of today avail us to such tools as e-mail marketing, easy and free websites, and a variety of social media platforms, but we should not be hiding behind our desks, computers and smartphones.

Public relations involve getting outside of the library. Only a small portion of the people we need to influence actually come into the library. Work with your local newspapers to keep your library "in the news." A small blurb or picture in the local news is often a great jump off

Would you like to see us elsewhere? [Suggest a spot](#) and we'll look into it!

## Share the Experience

We know that Vermont libraries are presenting interesting programs, utilizing new technologies, and improving procedures. We can learn from each other. If you have an article that you would like to contribute to *VLA News* about a process or idea that you think would benefit other Vermont libraries, please [contact the VLA Editorial Committee](#).

## Better Know A Library

What makes your library special? Share a photo and a story about your library.

Been to a great library? Tell us about it!

[Email the VLA Editorial Committee](#) with your stories and pictures.

## Auditor Needed

VLA needs an experienced professional to audit our finances pro bono. If you or someone you know would be interested in donating this work, please [contact VLA Treasurer Wynne Brown](#).

## 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](#)

conversation starter with people out in the public. When attending non-library events, where a t-shirt advertising your library or one that contains some amusing library humor. Be involved with your community. Speak at or join local community service groups. Make friends with those who like to volunteer for the betterment of their community and put your library on their to-do list.

Remember, as Charles S. Lauer stated, "Leaders don't force people to follow – they invite them on a journey." Change can be difficult for some and it may require that we are gentle. The public may not be used to the library providing certain services. Staff may not be in the routine of delivering those messages or services. Technology challenges can upset comfort levels of staff and patrons. Patience, tact and respect are key to providing excellent service and getting our message out effectively.

Sincerely,



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

## Editorial

A couple years ago, I was a municipal liaison for [National Novel Writing Month](#) (NaNoWriMo), the original month-long writing challenge. Participants pledge to write 50,000 words in 30 days for the month of November. These participants spend a lot of time by themselves in front of their computers and sometimes they just need to get out and be glued to their screens with others in the struggle.

The municipal liaison is responsible for coordinating events for their region. We are a sparsely populated state, so by national standards we are considered one region. However, as we all know, VT is 3-6 regions depending on who you ask. Municipal liaisons tend to be in or near Chittenden County, where the bulk of participants

## Substitute Pool

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

Subs/Temps/Volunteers  
Signed Up: **59**

Potential Employers Accessing  
It: **44**

Availability of Pool by County:

Addison - 19  
Bennington - 12  
Caledonia - 10  
Chittenden - 35  
Essex - 6  
Franklin - 9  
Grand Isle - 10  
Lamoille - 14  
Orange - 12  
Orleans - 4  
Rutland - 17  
Washington - 17  
Windham - 18  
Windsor - 15

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](#)

usually are, and as such have a difficult time finding or suggesting places for write-ins and kick-off/thank-goodness-it's-over parties outside of Burlington. Every year there are woeful cries of "is anyone writing in [my town] or [my school]?!?!?" There are a lot of young folks who participate, so finding places that are all ages can be a real challenge.

This is where you come in! Participants don't often think to ask libraries or are afraid they'll be turned down despite the fact that [NaNoWriMo encourages participants to write-in at libraries](#). A typical write-in involves folks quietly typing away on their laptops punctuated by periods of delirious chattering. They need tables and chairs, access to outlets, free wifi, and the freedom to drink caffeinated beverages and leftover halloween candy.

Most of all, they just need to be invited. Think about reaching out to the Vermont community, or VerWriMos, and offer your library for write-ins! VerWriMos can be reached by signing up for a login on the Nano site and subscribing to the Vermont Regional forum. You will see all the activity happening statewide and be able to offer your services. Official forums are the primary way that participants communicate.

If you don't want to join, you can always shoot a message to [Kevin McLaughlin](#), the Vermont municipal liaison, and he'll post your offer of space. You can also pop on the [VerWriMos Facebook page](#). The national organization will happily work with you to enrich the Nano experience at your library! Check out their [Library Outreach Guide](#).

Are you thinking about joining in the crazy-pants writing fun? Do it! I'm taking a break this year, but I can't recommend it enough for folks who a) need an impetus to get writing and/or b) just enjoy embarking on wild journeys. Maybe novel writing isn't your thing (it isn't mine, I always disregarded the word Novel and replaced it with Non-Fiction, which is evidently a widely recognized rebellion). [Many other challenges have been born of NaNoWriMo, and they aren't all about writing](#). I'm considering a couple that aren't even on the list, including [Digital Writing Month](#) (DigiWriMo) and [Academic Writing Month](#) (AcWriMo). Pick your poison.

Helen Linda  
VLA News Editor/Editorial Committee Chair

**Past President:**  
[Joseph Farara](#)

**Secretary:**  
[Heidi Steiner](#)

**Treasurer:**  
[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 Frieze](#)

### Committees

**Editorial Committee:**  
VLA News editor and VLA website co-webmaster.  
[Helen Linda](#)

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

## Public Libraries

Purchasing library materials can be an expensive proposition. There are ways, however, that can make it less so. The [Vermont Department of Libraries](#) offers a number of purchasing contracts. Both Ingram and Baker & Taylor offer a 46% discount to libraries through the state's contract. For more information, check out the [VTLIB's website](#).

Looking for software? [TechSoup](#) is a great resource for libraries to obtain software at heavily discounted prices. Over 400 products from donor partners like Adobe, Microsoft, Intuit and Symantec are available. They make it easy for libraries and other non-profits to participate; just join, register and qualify. Each donor partner has their own set of qualifications but I've always had success in finding the software I needed.

If your library is a member of the [Green Mountain Library Consortium](#) you have access to the [SCOOP Purchasing Cooperative](#). This cooperative includes the Maine Regional Library System and New Hampshire libraries. Participating vendors include AudioEditions, DEMCO, Brodart, and Small Dog Electronics. Products are discounted and shipping is often free.

If you have vendors that you like to use, please let me know and I can compile a list for distribution. In these times of tight budgets it's always good to know where a good deal can be found.

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

## Personnel Committee

The results of the VLA Public Library Benefit and Salary Survey have been tabulated. The final and complete

**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****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](#)

report will tentatively be ready for publication by February 1, 2013. The committee will present some of the findings of the survey and answer questions at the Vermont Library Trustees Annual Conference on November 3. Below is a brief summary of results:

- There were 165 responses out of the 282 emails that were sent asking library staff to complete the survey. This is a response rate of 59%. Our goal for future surveys is to increase that percentage rate by 25% and to widen the criteria for participation to include most library staff.
- Participants were grouped into two categories based on their primary job within the library:
  - Librarians – Directors, children’s librarians, reference librarians, technology librarians, catalogers.
    - These librarians recruit, hire, supervise, and train staff; develop library budgets; attend board meetings and participate in long range planning; develop collections and manage library databases.
  - Paraprofessionals – circulation desk staff, interlibrary loan staff, support staff.
    - Examples of paraprofessional work are circulating materials and assisting patrons in locating materials and accessing information; routine bookkeeping and tracking library expenses; supervising shelvers and volunteers; and participating in staff discussions.
- Having a MLS degree or a DOL Library Certification did not determine whether an individual is a librarian or a paraprofessional.
- Salaries
- 105 librarian responses, 38 paraprofessional responses
- Librarians

**ATTN: Gmail Users**

If you are viewing this using Google Mail, please note your VLA News has been clipped by the mail service.

To finish reading the issue, scroll to the bottom of the message and click the link:

[Message Clipped] [View Entire Message](#)

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

- Average \$17.88
- Median \$16.18
- Maximum \$38.26
- Minimum \$10.00
  
- Paraprofessionals
  - Average \$13.32
  - Median \$12.62
  - Maximum \$19.00
  - Minimum \$8.75
  
- Benefits ( 28+ hours per week )
  - 54 librarians, 10 paraprofessionals
  - Paid vacation 97%
  - Vacation days ( avg.) 16.79
  - Health insurance 83%
  - Dental insurance 61%
  - Vision insurance 45%
  - Life insurance 52%
  - Disability insurance 58%
  - Retirement 83%
  
- Received a raise in the past year
  - Librarians 73%
  - Paraprofessionals 70%
  
- Average hours worked per week
  - Librarians 28.2
  - Paraprofessionals 21.1

Please look for the complete report when it becomes available.

I would like to personally thank the members of the Personnel Committee and thank all of you who participated in the survey. I invite even more to help us out on the next one in 2014. A special thank you goes out to Alan Howard for turning the answers to the survey into something that makes sense.

Looking ahead for 2013 we would like to conduct a new Academic Benefit & Salary Survey so be looking for your email invitation.

### Members

Shara L. McCaffrey - Chair  
Amy Howlett  
Scott Schaffer  
Stacey Knight  
Lucinda Walker  
Laurel Stanley

Shara McCaffrey  
Chair, Personnel Committee  
Assistant Librarian, [St. Johnsbury Athenaeum](#)

## Inclusion Committee

The Vermont Library Association is pleased to announce the formation of a new Inclusion Committee. This committee is charged with the goal of bringing awareness and resources to Vermont libraries about the diverse populations in our state. By taking a broad understanding of diversity, the Inclusion Committee will help Vermont libraries provide better services to racial and ethnic minorities, refugee communities, LGBTQ communities, poor and homeless populations, patrons with mental illness, patrons in or exiting the justice system, veterans, the elderly, and other underserved populations throughout the state.

The Inclusion Committee will have a panel discussion at the 2013 VLA conference that brings together leaders from these diverse communities to talk about how Vermont libraries can better serve their needs. Along with the panel discussion, the committee will provide additional resources that are freely available online through the VLA website.

Understanding how diversity affects our libraries in Vermont is a critical step to providing access to information and knowledge to all our communities. In keeping with the ALA's Library Bill of Rights, the Inclusion Committee of the VLA seeks to secure a person's unhindered right to use a library and access its materials. The library is an inclusive space where everyone is welcome regardless of race, ethnicity, gender, sexuality, age, class, status, mental health, or...any factor - the library is open to all who need

information. The VLA Inclusion Committee exists to ensure we serve our diverse populations in Vermont to the best of our ability.

Amber Billey  
VLA Vice President / President Elect  
Cataloging/Metadata Librarian, [UVM](#)

## Intellectual Freedom

Banned Books week was celebrated from September 30th-October 6th this year; it was the 30th anniversary of the event. A number of libraries shared ideas and programs or displays that raised awareness of the issue of the banning and challenging of books. The ALA encouraged associations from all 50 states to put together and share a video for their state. [Vermont's 50 State Salute](#) was made and narrated by Jessamyn West. Sam Maskell and Ed Graves also shared [A Talk About Banned Books](#) that they originally created for local cable access around Bellows Falls. In addition to these videos, librarians contacted various elected officials in order to encourage them to tweet about their favorite banned books.

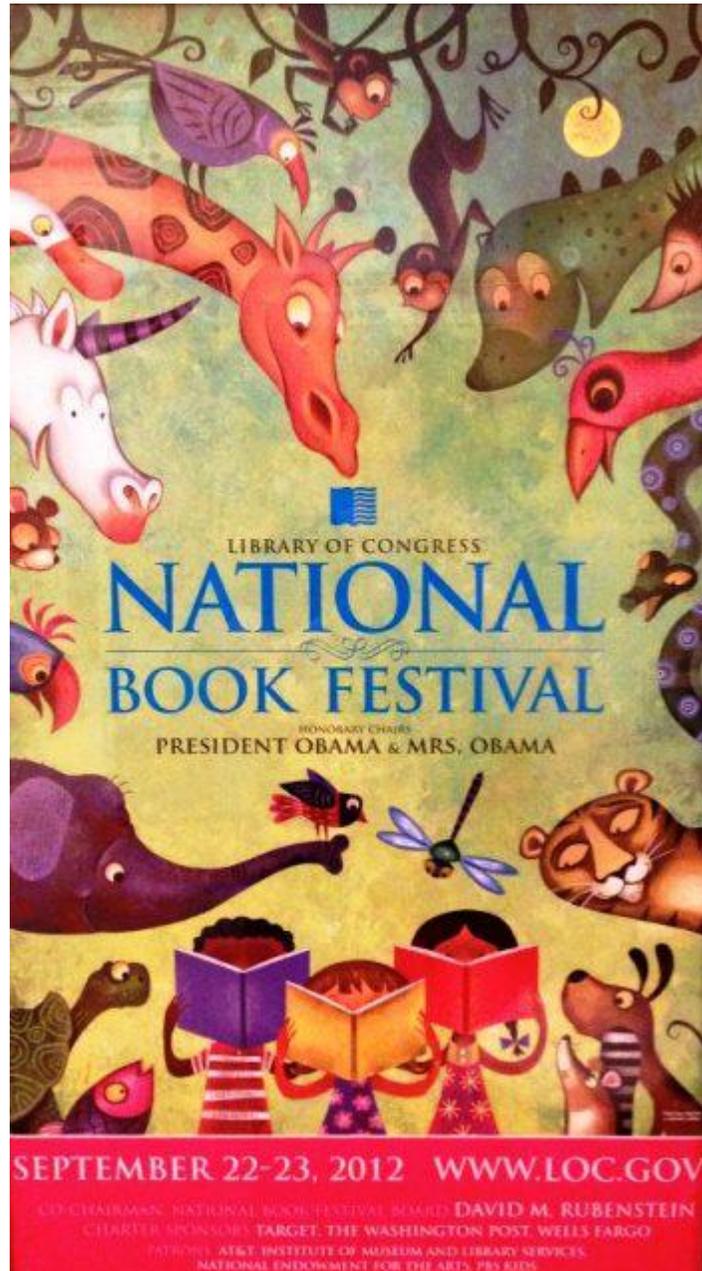
Christine Friese, the Assistant State Librarian, shared information with us regarding banned book reading that Vermont's branch of the ACLU conducts. She suggested some joint DOL/VLA activities regarding banned books for next year, and she suggested meeting to do some planning next August.

Raymond Brior  
Chair, Intellectual Freedom Committee  
Technical Services Librarian, [Johnson State College](#)

## National Book Festival

In this time, when we are constantly asked to defend libraries and book and reading, when we are told we are becoming obsolete or quaint, when we face harsh realities of budgets and biases and uncertainty, events like the [National Book Festival](#) make the work we do seem not only worthwhile, but relevant, necessary, and

integral to the growth, joy, and development of our global community. On Sept. 22nd and 23rd, tens of thousands of avid readers flocked to Washington, DC to talk about their favorite books, to meet the authors that inspire them, and to celebrate reading with people from across the country.

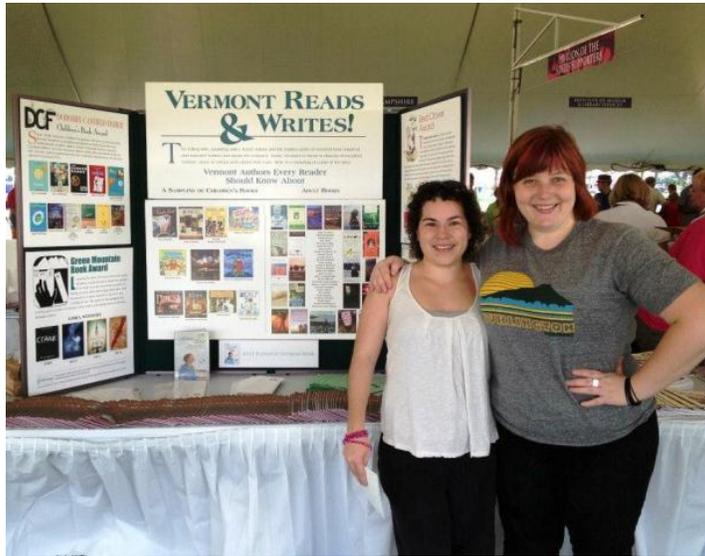


Official Poster of the National Book Festival

I was thrilled to travel to DC to be part of this inspiring

event, and lucky enough to travel with the incomparable April Kelley of DOL. We embarked on a literary adventure of epic proportions: whether it was meeting the Executive Head of the [South African Centre for the Book](#), getting escorted through underground government tunnels leading to secret tours of the [Young Readers Center in the Library of Congress](#), or winding up in the back of a van talking about the national summer reading program with a group of MIT students. April and I were wonderfully dizzy with the phenomenal energy and passion that pulsed through this literary weekend in the capital.

Our main task while there, was to promote the incredible work Vermont is doing to promote literacy and to make people aware of the many outstanding authors that call Vermont home. At our Vermont table in the Pavilion of the States, we proudly displayed the Vermont Book Awards, Vermont authors and texts, as well as Early Literacy Materials from the Vermont Center for the Book. We stamped thousands and thousands of maps (participants get a prize if they visit all the states and territories in the Pavilion) and spoke with readers young and old. While many participants wanted information about Vermont books, many were just as interested in maple syrup, cheese, and progressive politics. We heard lots of, "Where's the Ben and Jerry's?" and overheard many inform friends that we were the most progressive state. We fought Maryland over Katherine Paterson, and wanted to force North Carolina to secede after they gave thousands of people clickers that made it feel like locusts were attacking the tent. Overall, however, it was incredible to see representatives from across the nation supporting literacy and libraries.



April Kelley & Kat Redniss at the VT table

We met poets, politicians, authors, and advocates. We shared our love for reading and Vermont. We left exhausted, but uplifted by the overwhelming support shown for the literary world.

Kat Redniss  
VLA Inclusion Committee  
Young Adult & Youth Services, [Brownell Library](#)

## Unconference Report

62 Vermont librarians converged on the Midstate Regional Library in September for an afternoon Unconference to share strategies for supporting technology in libraries. Inspired by ACRL New England's 2012 Digicamp and the Public Library Association 2012 Unconference, Mary Danko, Rob Geiszler, Josh Muse, Mara Siegel and I organized this event mostly on the fly. The format allowed the event to be driven by the needs and interests of the people who attended. We created a registration site using Google Pages with questions that helped generate a loose agenda. Sessions included roundtable discussions about managing public access technologies, eBooks and eContent, mobile devices and eReaders, programming and instruction, websites and social media, technology and organizational culture, digital collections, open source systems, and how to keep

up in a changing environment. Participants remarked on the energy and excitement in the room, and we all came away with new ideas to try in our libraries.

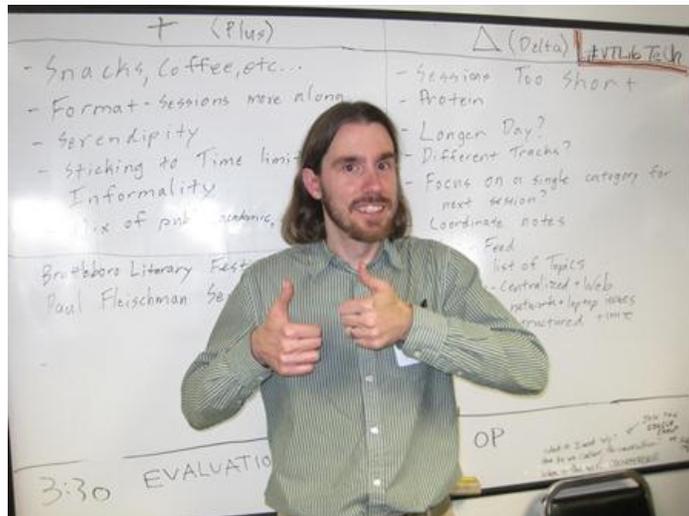


On-the-fly schedule of events

The event was a great success, and we could not have pulled it off without the support of Mara Siegel and Rob Geiszler from the Department of Libraries, who provide regular educational opportunities that address training needs of librarians in Vermont. Another way to get support from colleagues is the [VT Library Tech Club](#), which is a Google Group; it's linked on the VLA website and pasted below with a QR code for smart phone users.



The Google Group is meant to be an informal venue for discussing library technology, sharing our successes and challenges, and collaborating throughout the state. Notes from the Unconference sessions are posted in the Group. Subscribe there to keep in touch.



Josh Muse celebrating a successful day

We look forward to more opportunities for the pragmatic and talented librarians of our state to collaboratively share strategies for improving library service through participation in sessions like these. By the time you read this, the Vermont Historical Records Advisory Board and the Vermont Historical Society will have held a second technology-oriented Unconference. Aspirations for future events would foster the inclusion of school and academic librarians, who are doing creative and inspiring things with instructional technologies and library resource discovery. Thanks to everyone who came out!

Ed Graves

[VT Library Tech Club](#)

Public Services Librarian, [Rockingham Free Library](#)

## Resources On...

### Elections

“A popular government without popular information, or the means of acquiring it, is but a prologue to a farce or a tragedy; or, perhaps both. Knowledge will forever govern ignorance. And a people who mean to be their own governors must arm themselves with the power which knowledge gives.” - James Madison

As library workers and library friends, we recognize that government affects our institutions. Taxes help fund libraries. In turn we often provide government services

like tax forms, voter registration, or online access for people applying to government programs. Libraries are also places to ask questions. By doing what librarians do well, providing information, we can assist citizens to participate in our democracy.

How is your library involved in the electoral process? Do you list government officials or election information on your website? Do you hand out bookmarks or flyers? Do you register voters? As you assist voters this election season, and prepare to vote yourself, here are some websites to check out.

#### [Vermont Secretary of State Elections](#)

This is the place to begin for most how-to questions, such as voter registration, early and absentee voting, polling places, a list of candidates, and election results.

#### [Project Vote Smart](#)

This non-profit organization provides candidate biographies, voting records, issue positions, speeches, campaign finance, and interest group ratings.

#### [Vote411](#)

The League of Women Voters has created an online voter guide. When you enter your address you can view information about the candidates who will be on your ballot. Unique to this site are the candidates' answers to the LWV questionnaire.

#### [OpenSecrets.org](#)

The nonpartisan, independent and nonprofit Center for Responsive Politics tracks campaign spending, including the money coming from PACs.

#### [Campaign Finance Reports and Data](#)

The Federal Election Commission site provides options for searching and viewing financial disclosures from House, Senate and Presidential campaigns, political parties, and PACs.

#### [Factcheck.org](#)

The nonpartisan, nonprofit Annenberg Public Policy Center Analysis states, "We monitor the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases."

#### [The Fact Checker](#)

The Washington Post says they are "Fact-checking

statements by politicians and political advocacy groups.”

[Politifact](#)

The Tampa Bay Times website states, “PolitiFact is a project of the Tampa Bay Times to help you find the truth in American politics.”

[Where Do You Fit? The Political Party Test](#)

12 question quiz to figure out where your beliefs fit along the political party spectrum. From Pew Research Center and the NewsHour.

[VoteMatch](#)

Indicate your support or opposition to a variety of issues and compare to those of the presidential candidates. Results include many third party candidates and senatorial candidates. From OnTheIssues.org.

[Find your Match](#)

Indicate a positive or negative response to questions on various issues to see how your views compare to those of the presidential candidates. Includes third party candidates. From the nonprofit ProCon.org.

[CNN 2012 Election Center](#)

[Election 2012 from National Public Radio \(NPR\)](#)

[Politico's 2012 Live](#)

[Campaign 2012 from Washington Post](#)

[VPR Reports Campaign 2012](#)

[VTDigger Campaign 2012](#)

Janet Clapp  
VLA Editorial Committee  
Virtual Reference Librarian, [tutor.com](http://tutor.com)

**Don't Forget to Visit Us on the Web!**

<http://www.vermontlibraries.org>

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



