



# VLA News - May 2014

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## Back Issues

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

[VLA News Back Issues](#)

## Substitute Pool

Employers: 40  
Substitutes: 55

Employer Institutions:

Public: 29  
Academic: 6  
Special: 2  
School: 2  
Community: 2

Availability in Pool by County:

## President's Letter

The [120th Annual Vermont Library Conference](#) is less than a month away! What a lineup we have this year! I want to thank the Conference Committee and especially the Conference Committee Chair Jessica Summer for all the work they have done to make this such an exciting event. We have extended the day by an hour to accommodate more sessions, meetings, posters, networking time, and [Battle Decks](#) -- but I think you all agree with me that it will be well worth it!

Our keynote speaker is the American Library Association's Director for the Office of Library Advocacy, Marci Merola. She will be speaking about how we leverage stories and storytelling to advocate for our libraries. Building on national initiatives like [Geek the Library](#) and the [Declaration for the Right to Libraries](#), she will explore themes of how to effectively advocate at the local level for libraries and library workers. After her keynote, Ms. Merola will be available for a continued conversation during the first conference session.

As outgoing president, my final initiatives are organizing two sessions for the conference about pressing issues for Vermont libraries. First, is the Presidential Panel on Drugs and Libraries that brings together representatives from non-profit organizations such as the Howard Center and Turning Point with first responders to discuss what librarians can do when confronting drug use in their libraries. The second session is with Secretary of State Jim Condos, who will present a session on Open Meeting Law and libraries. I see both these as empowering opportunities for librarians and library workers to learn about these issues and come away with practical skills they can apply in the library.

This year the VLA will also be hosting an informal social event the evening before the conference at the Fletcher Free Library on Monday, May 19th from 6:30-8:30 pm. *Librarian Libations* will have music, drinks, food...and of course librarians! The event is free for conference attendees and \$10 for the general public to benefit the Vermont Library Association. So join us before the conference for some libations at the library!

In other VLA news...I'm so happy to officially announce our sleek [new website \(www.vermontlibraries.org\)](#)! A very special thanks to Helen Linda, Sarah Costa, Heidi Steiner Burkhardt and Jessamyn West for their terrific work on updating our digital home. I also want to thank the VLA membership for your patience while we work out the kinks in moving toward a digital payment option for membership renewals and conference registration.

Addison: 13  
Bennington: 5  
Caladonia: 7  
Chittenden: 35  
Essex: 3  
Franklin: 13  
Grand Isle: 9  
Lamoille: 11  
Orange: 11  
Orleans: 4  
Rutland: 11  
Washington: 20  
Windham: 8  
Windsor: 12

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:**

[Amber Billey](#)

**Vice President/President Elect:**

[Scott Murphy](#)

**Past President:**

[Deborah Gadwah-Lambert](#)

**Secretary:**

[Sarah Costa](#)

**Treasurer:**

[Wynne Brown](#)

### **Section Representatives**

**College & Special Libraries President:**

Organizes workshops and assists college and special librarians.

Overall, it has been a fabulous year and I've truly enjoyed being your President! My vision for the VLA will continue through the incoming President, Scott Murphy. We will work together to raise the impact of our advocacy for librarians and libraries in Vermont, improve member benefits, and empower the VLA committees and sections to organize and create exciting events. I look forward to being your past-President. See you at the Vermont Library Conference!

Cheers and Libraries,

Amber Billey  
VLA President  
Catalog/Metadata Librarian  
[Bailey/Howe Library](#), UVM, Burlington  
[abilley@uvm.edu](mailto:abilley@uvm.edu)  
[@justbilley](#)

## Vice President's Letter

This month, I will be meeting with my fellow librarians at the Vermont Library Conference at St. Michael's College in Colchester. While wandering online for ideas on what to write about in this column, I came upon a case study by the International Federation of Library Associations and Institutions (IFLA) entitled "What's in it for me – and us?" ([www.ifla.org/node/5756](http://www.ifla.org/node/5756)) Within the abstract of the case study, the authors succinctly lay out a question that could easily be on many minds this time of year:

"Library associations are organizations where library and information workers come together to share knowledge and experiences and move the profession forward. They lay down standards for performance, provide a range of services to their users and are responsible for looking after their interests. An individual's decision to join (or renew) a professional membership focuses on a balancing act between the questions "what's in it for me (the individual)?" and "what's in it for us (the association)?"

What is in it for you (the individual): us! The rest of the VLA is invested in succeeding and helping others succeed. Members are devoting their time and energy in creating professional development opportunities, networking opportunities, scholarships, lower prices for attending the conference, and an organization responsible for looking out for your profession.

What is in it for us (the association): you! The VLC is not just a conference with wonderful programs and speakers that spark the imagination and provide professional development, it is a conference that is small enough to be truly responsive to the needs of membership. The same goes for VLA. It is small enough that if you want to make a difference, you can! Our organization needs you to get involved.

I believe that the most important part of librarianship is the connecting of people to ideas. The VLA and the VLC connect people with an interest in our profession to ideas. Our organization and our conference offer great opportunities to explore new ideas and to bounce those ideas off individuals with a vested interest in our profession.

I look forward to seeing you there.

[Daisy Benson](#)

**Public Libraries**

**President:**

Organizes workshops and assists public librarians.

[Lara Keenan](#)

**Technical Services Section**

**President:**

Organizes workshops & assists technical services librarians.

[Christine Webb](#)

**Trustees President:**

Organizes workshops and assists library trustees.

[Laurel Stanley](#)

**Trustees Convenor from VT Dept. of Libraries:**

[Christine Friesse](#)

**Youth Librarians**

**President:**

Organizes workshops and assists youth librarians.

[Heather Grey](#)

**Committees**

**Archivist:**

[Paul Carnahan](#)

**Awards Chair:**

[Amy Grasmick](#)

**VT Dept. of Libraries Representative to the Board:**

[Christine Friesse](#)

**Government Relations**

**Chair:**

Assists libraries with connections to legislators.

[Selene Colburn](#)

**Intellectual Freedom**

**Chair:**

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

[Ray Brior](#)

**Membership & Outreach**

**Chair:**

Maintains membership

Scott Murphy  
VLA Vice President/President-Elect  
Director, [Milton Public Library](#)  
[smurphy@town.milton.vt.us](mailto:smurphy@town.milton.vt.us)

## Public Libraries Section

The 2nd Public Libraries Tech Unconference was held on Wednesday, April 9th at Midstate Library Service Center in Berlin and over 45 people attended! We enjoyed the participation of school librarians, public librarians, academic librarians, tech experts who volunteer at libraries, tech experts/enthusiasts interested in libraries, and several VTLIB folks. Everyone came to share their strategies, get advice for their tech challenges, and connect with librarians from throughout the state. Feedback was overwhelmingly positive for the free, 6-hour conference. We had 9 sessions throughout the day, focused on everything from e-readers to tech training to websites to tips for keeping up with changing technology. Notes from the sessions will be sent out to all participants and made available on the VLA listserv.

I'm excited to announce that two new volunteers have stepped up to take on leadership of the Public Libraries Section for the next year. Amy Wisheart from the Hartland Public Library has agreed to be President of the section starting at the Vermont Library Conference this May, and Kevin Unrath from the Ilsley Public Library has agreed to be the Vice President of the section. Official voting for VLA board members will take place at the Vermont Library Conference. Both Amy and Kevin are excited to connect with librarians throughout the state and help public libraries meet their goals. Meet them and share your priorities for the upcoming year at the Public Libraries Section Meeting at the Vermont Library Conference on May 20th. They are eager to hear what the Section can do to support you!

If you are interested in volunteering for the Public Libraries Section of the Vermont Library Association, please contact me. Our strength depends on our amazing volunteers, and we'd love to have your help!

Lara Keenan  
VLA Public Libraries Section President  
Director, [Pierson Library](#), Shelburne  
[802-985-5124](tel:802-985-5124)  
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## Membership & Outreach Committee

**VLA Tote Bags at VLC**

We're excited to offer Vermont Library Association tote bags at the conference again this year! The VLA Tote is large and made of high quality, heavy canvas. It's perfect for just about everything, from carrying all your books to groceries and more.

roster.

[Helen Linda](#)

**Personnel Chair:**

Assists librarians with questions related to personnel issues.

[Shara McCaffery](#)

**Scholarship Chair:**

Open

**Vermont Library**

**Conference Chair:**

[Jessica Summer](#)

**VLA News Editors:**

[Debbie Landauer](#)

[Janet Clapp](#)

**Webmasters:**

[Helen Linda](#)

[Jessamyn West](#)

**Representatives**

**ALA Councilor:**

Represents Vermont in the national organization.

[Charlotte Gerstein](#)

**NELA Representative:**

Represents Vermont in the regional organization.

[Nancy Tusinski](#)

**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](#).



Each bag is \$15 and all proceeds go to fund VLA Scholarships that will be announced this year. If you would like a bag, please remember to **bring cash or check with you to the conference**, as we are not yet able to take credit cards.

And don't forget, as a member you get a discount on the conference. If you haven't renewed yet, you can send your renewal form and payment in with your conference registration. We promised online membership this year and we mean it, but not before the conference, unfortunately. You can get all the forms you need on the conference website:

[www.vermontlibraries.org/conference](http://www.vermontlibraries.org/conference)

If you have any questions about your membership status, please don't hesitate to contact me at

[vermontlibrarieswebmaster@gmail.com](mailto:vermontlibrarieswebmaster@gmail.com).

See you at the conference!

Helen Linda  
[VLA Membership & Outreach](#) Chair  
Systems & Tech Services Librarian  
[Goddard College](#), Plainfield  
[vermontlibrariesmembers@gmail.com](mailto:vermontlibrariesmembers@gmail.com)

## Vermont Library Conference Committee

Registration for the 120th Vermont Library Conference is live online! Go to [www.vermontlibraries.org/conference2014](http://www.vermontlibraries.org/conference2014) to find the schedule, registration form, and information about our keynote speaker. We even have the schedule up online through Sched. Please print out the two page registration form for EACH person attending the conference (including the sessions you'd like to attend during the day) and mail in with payment to the address on the form. The session selections aren't binding, so you can change your mind on the day of conference if you'd like, but we need initial numbers to make sure we have enough chairs in each room for all of the attendees. If you haven't renewed your VLA membership this year, feel free to save a stamp and include your membership form and separate check for membership with your conference registration. As a reminder, institutional memberships provide discounted admission to the conference for only two people.

We have a couple of new offerings this year. We have increased the number of sessions in each time slot from four to six, so there's more options for presentations. Also new this year, we are offering discounted admission to library trustees. Trustees and Friends are encouraged to join us at this discount rate! Lastly, we are including a poster session and snack time in the afternoon. Come see what your colleagues are doing! Don't forget to join us after the conference for a reception and Battle Decks!

Jessica Summer  
VLA Conference Chair  
Youth Services Librarian, [Winooski Memorial Library](#) and  
[Jeudevine Memorial Library](#)  
[jessica.l.summer@gmail.com](mailto:jessica.l.summer@gmail.com)

## Technical Services Section

We were greatly saddened to hear of the death of Birdie MacLennan in March. Birdie served as UVM's Director of Resource Description and Analysis Department, having joined UVM in 1990. She was also the Project Director and Principal Investigator for the Vermont Digital Newspaper Project. Birdie established the SERIALIST mailing list in 1990. Her active involvement in professional associations is reflected in the number of memorial pages that have sprung up on the Internet, from groups like the International Federation of Library Associations, North American Serials Interest Group, and the Association for Library Collections & Technical Services section of ALA. Birdie

held a Master of Library Sciences from Simmons College, and a Master of Arts in French from UVM. She was well known for her love of languages, her research in Vermont and Quebec history, and her dedication to professional collaboration and education.

Birdie loved mentoring new librarians, and was a fixture in technical services in Vermont. Birdie was widely respected, and we will feel her loss for years to come. The Technical Services Section has approached the VLA Board about creating an award or scholarship in Birdie's memory. Details are still under discussion, but we hope to announce the nature of the award at this year's Vermont Library Conference.

This year's Vermont Library Conference has four sessions in the Tech Track. We are excited to offer "One Big Koha Catalog, One Big Collection, One Board of Directors, Many Libraries: The Catamount Library Network at Year One," "Getting Started with MARCEdit," "Introduction to the RDA Toolkit" and "Effective Web Writing: Your Website's Welcome Mat." There will be a section meeting following lunch. Details and registration at [www.vermontlibraries.org/conference2014](http://www.vermontlibraries.org/conference2014). Looking forward to seeing you there!

Christine Webb  
VLA Technical Services Section President  
Cataloging/Reference/Collection Development Librarian  
[Fletcher Free Library](http://FletcherFreeLibrary.com), Burlington  
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[www.twitter.com/FletcherFree](http://www.twitter.com/FletcherFree)

## Youth Librarians Section

It is Vermont Library Conference time of year again on May 20, 2014 at St. Mikes and I am looking forward to catching up with all of you! There are some wonderful programs available that day, not to mention the Youth Section Meeting from 12:30-12:55 where I will pass the torch to incoming President Amy McMullen from Hartland Public Library! I wish all of you wonderful Children's Librarians the best of luck planning and implementing your Summer Reading Programs and I look forward to working with all of you in the future.

Heather Grev  
VLA Youth Services Section President  
Head of Youth Services  
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[802-422-9765](tel:802-422-9765)  
[heather@sherburnelibrary.org](mailto:heather@sherburnelibrary.org)

## Awards Committee

### **Let's celebrate!**

Sometimes we all need an excuse to clap and cheer. You will find yours at the 120th Vermont Library Conference awards ceremony on May 20th. At this year's ceremony, VLA will be celebrating recent or imminent retirees, those who have earned their VTLIB Certificate of Public Librarianship, the Trustee of the Year, and the winners of the Sarah C. Hagar and Green Mountain Awards. The

awards ceremony kicks off the conference keynote address at 9 a.m. in St. Michael's College McArthy Arts Center.

**Are you retiring? Or do you know someone who is?**

Please let me know! VLA loves to give a shout out to members who have or shortly will be retiring from their library careers. Even if you think I must already know that someone is retiring, please drop me a line by May 10th: [amy@KimballLibrary.org](mailto:amy@KimballLibrary.org). And be sure to attend the awards ceremony at this year's conference!

Amy C. Grasmick  
VLA Awards Committee Chair  
Director  
[Kimball Public Library](http://KimballPublicLibrary.org), Randolph  
[Amy@KimballLibrary.org](mailto:Amy@KimballLibrary.org)

## Tip of the Month

**How effective is your library's website?**

One of the topics at the recent Tech Unconference (see the Public Library Section's article in this News) was websites. Prominent in the discussion was user-friendly design.

Take a look at your library's website with these tips in mind:

- ◆ People generally scan a page in an "F" pattern. Is your most important information at the top left?
- ◆ Top things people use a website for: accessing the catalog and looking for library hours. Are those easy to find on your site?
- ◆ Not too much "below the fold". Better to provide internal links to more pages than force people to scroll down and down.
- ◆ Load time. Quick is better. Think carefully before adding too many bandwidth heavy items like videos.
- ◆ Readable and scannable. Most people don't read lots of text on a website. Use contrasting color, easy fonts (sans serif), and formatting techniques such as bulleted lists and bold text to make it easy to scan quickly.
- ◆ Check if your site loads properly across a variety of browsers.

There are many helpful sites about creating user-friendly web pages. Even if you can't immediately overhaul your entire site, many of the tips can be easily implemented. Having an easy-to-use website is part of good library service and meeting your patrons where they are!

Debbie Landauer  
VLA News Co-editor  
Public Library Director, [Fairfax Community Library](http://FairfaxCommunityLibrary.org)  
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## Resources On...Websites

LITA, the Library and Information Technology Association division of ALA, has some helpful links on its website, such as a list of web development tools. [www.ala.org/lita/professional/clearinghouse/website](http://www.ala.org/lita/professional/clearinghouse/website)

The Department of Libraries is a good source for books about websites. Here are just a couple recently published ones.

Want to design your site to work on all kinds of screens? Check out *Responsive Web Design for Libraries* by Matthew Reidsma

Wondering how to collect and use data about your website usage? Borrow *Web Analytics Strategies for Information Professionals : A LITA Guide* by Tabatha Farney.

Janet Clapp  
VLA News Co-editor  
Adult Services Librarian, [Rutland Free Library](#)  
[vermontlibrariesnews@gmail.com](mailto:vermontlibrariesnews@gmail.com)

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