

CONNECTION

LIBRARY OF CALIFORNIA



CALIFORNIA
STATE LIBRARY
FOUNDED 1850

ISSUE NUMBER 11
May 2001

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State Library launching Library Awareness Campaign statewide

On March 14, at the Public Library Directors' Forum in Santa Barbara, State Librarian of California, Dr. Kevin Starr, announced that the California State Library (CSL) will launch a statewide awareness campaign this year called "The Library-Check It Out."

"In the past few years, the State Library has invested considerable Library Services and Technology Act (LSTA) funding and staff resources in planning a statewide awareness campaign," Dr. Starr said. "We've tested 'The Library-Check It Out' campaign in San Diego and Fresno. I'm convinced of this campaign's potential for success in California, and I am committing the State Library to take the campaign statewide over the next eighteen months to two years. We'll roll out the campaign around the state--media market by media market--and build on the success we've enjoyed so far."

Librarians first identified that California's public libraries needed a promotional campaign in May 1997, during the California State Library's Convocation on Providing Public Library Service to California's 21st Century Population. In fact, at the convocation and the eight public forums that followed, the librarians recommended that a statewide campaign promoting libraries should be the CSL's number one priority.

Therefore, the CSL established a project task force that discovered, during its research and planning in 1997-1999, the Public Library of Charlotte and Mecklenberg County's (North Carolina) successful 1999 "The Library-Check It Out" campaign. The Charlotte campaign leveraged \$60,000 in library funds into a \$1.3 million media campaign, an accomplishment that convinced the CSL task force to use North Carolina's paradigm.

The CSL's "Check It Out" campaign message will focus on libraries in general, not just public libraries, a benefit for all types of

California's libraries. To promote the general value of libraries, books, and reading, the campaign will use community and celebrity spokespeople.

THE LIBRARY. *Check It Out.*

As part of its research, from January to April 2000, the CSL conducted a TV-only test of "The Library-Check It Out" campaign in San Diego. Using LSTA funds, the CSL hired Specialized Media Marketing & Promotions (the firm that created the campaign in Charlotte) to leverage \$50,000 into a media campaign valued at nearly \$400,000. The CSL used META Information Services, a Sacramento market research firm, to evaluate the campaign's impact. META concluded that the 13-week campaign was effective: nearly 6 in 10 surveyed San Diego residents were aware of the campaign to which they reacted positively.

This year, the CSL funded a second test campaign from January to April in Fresno, expanding the campaign to include TV, radio and billboards, and using bilingual messages. META Information Services will soon evaluate the impact of the Fresno campaign and report on the results of their evaluation in late May.

When Dr. Starr announced the campaign at the Public Library Directors' Forum, the audience applauded. "This campaign is something the library community has wanted for years," he said. "I believe the State Library is the appropriate agency to take the lead on this and make it a reality."

In addressing how the California campaign relates to the American Library Association's nation-wide "@ your library" campaign, Dr. Starr commented, "We see many opportunities to incorporate ALA's slogan into our campaign, especially on the radio and with library programming. We plan to pursue those opportunities."

Please see Awareness, page 2



Governor's Book Fund kick-off

Last summer, Governor Gray Davis and First Lady Sharon Davis created the Governor's Book Fund in coordination with the California State Library Foundation. The Governor's and First Lady's purpose in starting the fund was, according to Governor Davis, "to develop private sector resources...to increase literacy and to enhance the pleasure of reading for all Californians, especially for our children and youth." One component of the fund is the School Library Enrichment Grant program. This spring, 47 schools from throughout the state were selected in a competitive process to receive \$5000 grants for their school libraries through this program.

To celebrate the Governor's Book Fund's distribution of grant monies in 2001, Ms. Davis and State Librarian Dr. Kevin Starr hosted two kick-off events, one in Sacramento and one in Los Angeles. At the celebrations, eager children showed not just a "pleasure of reading," but a passion for it. As the First Lady and Dr. Starr presented each check, the children celebrated the fact that the \$5000 checks meant more books for their schools.

In Sacramento on March 27, the opening ceremony was in the California State Library's Gillis Hall. Over seventy representatives from winning schools attended. Students from recipient schools, such as Fruitridge Elementary, sat on alphabet blocks in front of the library's podium as teachers, librarians or principals talked about their schools and how they would use their grants to purchase new books.

On April 2, in Los Angeles, the Los Angeles Public Library hosted the kick-off event in the library's Children's Literature Room. More than one hundred guests joined the First Lady and Dr. Starr in Los Angeles where a large portion of the winning schools is located.

In both northern and southern California, the First Lady talked about how important reading is to a child's future. Defining "reading as a gateway skill," the First Lady asked the students surrounding the podium about their favorite books. The students overwhelmingly voted for the Harry Potter series. Now that the Book Fund's grant money is reaching recipient schools, California children will be able to reach beyond Mr. Potter to many other books.

Office of Library Construction working on construction regs

Staff at the California State Library are performing research and revising drafts of the pre-regulatory bond act program language for the dispersal of funds for library construction and renovation. This next release will have a draft application form included in it as well as the overall program requirements.

"Our goal is to send out the next draft of the pre-

regulatory language for Title 5 and Title 24 early in June," says Richard Hall, manager of the library bond act. When the new version is ready, Hall says, it will be made available to the library community for written public comment and suggestions.



from page 1

Awareness

He made it clear, however, that the CSL was committed primarily to "The Library-Check It Out" campaign theme.

"Since 1999 the State Library has invested over \$200,000 in LSTA funds to test and evaluate 'The Library-Check It Out' campaign. To abandon that theme at this time would also mean reshooting more than three dozen TV spots we've already produced. I believe we'll be able to effectively support ALA's campaign, while building on our own successful theme here in California."

The CSL issued a Request for Proposals for the campaign in March to over 60 advertising firms. After reviewing the proposals, the CSL anticipates it will issue a contract this spring with the firm that

submitted the winning proposal.

This project is supported primarily by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian of California.

For information about the Fresno County Public Library bilingual awareness campaign, see the February 2001 issue of Connection, p. 5.

Any questions or comments about the campaign should be directed to Kathy Low, human resource development consultant, CSL, at (916) 653-6822, or by email to klow@library.ca.gov.



Library Practitioner Certification Project underway

State Librarian of California, Dr. Kevin Starr, recognizes that rural libraries need an expanded pool of qualified persons to help staff their libraries. Dr. Starr knows that library staff in rural areas need library training options to improve their professional skills but that those training options might not be currently available in rural areas. Therefore, Dr. Starr has instituted a project to work with both members of the library community and library education professionals to investigate viable training alternatives for these two groups.

In the spring and summer of 2000, Dr. Starr received letters supporting the development of a library practitioner education program from California public library directors. These directors expressed their on-going concern that, particularly in isolated rural libraries, library staff members have little opportunity to improve their professional competencies.

The directors explained that since local library classes are often not available in rural communities, staff members must travel to distant locations, and most cannot afford the expense of classes and travel. The directors said that rural libraries cannot afford to fund substitutes to accommodate extended absences. Branches with only one or two staff members, for example, have to close in order for staff to attend training. Therefore, most employees never get a chance to improve their work-related skills.

Further, experience has shown that library staff recruitment in rural communities is difficult: good people may not stay in library work because they can find better paying jobs elsewhere. Thus, rural libraries must continually look for employees who have a long-term commitment to the community. This means that rural libraries must find alternative ways to deliver library education to library employees and to sharpen the career path for dedicated staff.

In late 2000, the CSL formed an advisory group of key players knowledgeable in rural librarianship to help in developing a program that would address the employment challenges of California's rural libraries. The advisory group developed a preliminary list of training needs. It identified the barriers rural libraries faced in participating in current continuing education activities, then suggested possible steps to help overcome those barriers. Finally, the group listed potential "features" that might be

included in a continuing education program, such as a variety of alternative delivery methods and options for certification and/or college credit.

The advisory group developed a survey which it mailed to 350 rural public library outlets in California. The advisory group received thoughtful responses from the 124 surveys that were returned. On April 6, 2001 advisory group members met to review the survey results and formulate program recommendations for the State Librarian.

The project is still in its early, formative stages, and a report of initial advisory group thinking will be developed later this year for review by the field. At this stage, however, some of the advisory group's preliminary considerations for the broader library community and the State Librarian are:

- 1) Develop a pilot continuing education program, focusing on rural libraries which allows individuals to take individual classes of specific interest to them, or to pursue a complete course, potentially resulting in a "Library Practitioner Certification;"
- 2) Certification should ensure participants and libraries that an agreed-upon set of skills, abilities and knowledge has been achieved by certified participants;
- 3) Such a program must be composed of a variety of program delivery methods to assist in overcoming the barriers of distance, terrain and weather faced by many rural libraries;
- 4) A mechanism is needed to assist with participant costs of the continuing education, and to assist the participants' libraries with limited staffing in obtaining substitute staff when the participants must be off site to participate in the program.

Watch for more on this project as it develops, including a proposed session on the project at the November, 2001 California Library Association annual conference, featuring members of the advisory group. Questions about the project or requests for a copy of the advisory group's report, which is scheduled for completion this summer, should be referred to Kathy Low library programs consultant at the California State Library, at (916) 653-6822, or by email to klow@library.ca.gov.

Introducing the *Connection* Training Center

Connection is intended to not only provide stories about California's library world, but to also connect readers with information to use in the workplace. Therefore, beginning this month, the newsletter will offer a Training Corner with a monthly list of courses designed to help expand the knowledge of library staff. Look to this column each month for classes and seminars on skills and topics sure to make a library staff member's day go more smoothly, and more effectively, whether he or she works independently, or with patrons, in California's libraries.

Although *Connection* will list a variety of provider's courses, a key training provider for those who work in

libraries is InFoPeople, a program started with a California State Library Library Services and Technology Act (LSTA) grant. InFoPeople offers user-friendly training programs for library staff statewide, designing classes with content that people can use on the job right after the class. Most of InfoPeople's workshops cost \$50.00.

The *Connection* Training Corner will list the names, dates and locations of the classes, followed by the link to the class. Log-on to the site that piques your interest for in-depth course descriptions, prices and directions.



Training Corner

Provider: **InFoPeople**

Course: Getting the Most from Microsoft Word

Date and location:

Tuesday, July 10,

Vallejo, John F. Kennedy Library Branch,
Solano County Library

<http://infopeople.org/WS/workshop/Workshop/24>

Provider: **InFoPeople**

Course: Law on the 'Net: A Workshop for Non-Law Librarians

Dates and locations:

Monday, June 11, San Francisco Public Library

Monday, July 9, Riverside County Library-Robidoux Branch

Thursday, July 26, Sacramento County Office of Education

Tuesday, August 14, National City Public Library

<http://infopeople.org/WS/workshop/Workshop/8>

Provider: **InFoPeople**

Course: Technology Planning Simplified

Dates and locations:

Thursday, April 26, San Francisco Public Library

Tuesday, May 15, San Bernardino Public Library-Central

Wednesday, May 16, Los Angeles Public Library

Tuesday, June 5, Sacramento County Office of Education

Thursday, June 7, Cerritos Public Library

<http://infopeople.org/WS/workshop/Workshop/46>

Provider: **InFoPeople**

Course: Common Sense Project Management

Date and location:

Thursday, September 13, Belvedere-Tiburon Public Library
(SF area-North Bay)

<http://infopeople.org/WS/workshop/Workshop/48>

Provider: **InFoPeople**

Course: Internet Policy and Filtering Update

Dates and Locations:

Tuesday, May 29, San Francisco Public Library

Monday, June 11, Sheraton Ontario Airport Hotel

Thursday, June 21, Sacramento County Office of Education

Tuesday, July 10, Courtyard Old Pasadena by Marriott

<http://infopeople.org/WS/workshop/Workshop/50>

Provider: **3-Day UCLA Extension Course**

Course: Document Imaging -Document Management

Dates and locations for three-day seminars:

Spring 2001:

Friday, May 18, 8:00 AM to 5:00 PM,

Saturday, May 19, 8:00 AM to 5:00 PM,

and Sunday, May 20, 8:00 AM to 5:00 PM at the

Downtown Los Angeles World Trade Center,

350 S. Figueroa Street, Suite 100, Los Angeles, CA 90071

(213) 628-9709

Summer 2001:

Thursday, August 9, 8:00 AM to 6:00 PM,

Friday, August 10, 8:00 AM to 6:00 PM,

and Saturday, August 11, 8:00 AM to 6:00 PM,

at the World Trade Center.

<http://www.ArchiveBuilders.com>

Provider: **Los Angeles Chapter of the American Society
for Information Science and Technology**

Course: Licensing 101:

a Workshop on Licensing Digital Resources

Date and Location:

Saturday, May 19, 2001

UCLA Young Research Library,

West Electronic Classroom, 2nd floor

<http://www.lacasis.org>

Provider: **Stanford-California State Library Institute
on 21st Century Librarianship**

Course: One-day Workshop on Technology
and Library Buildings

Dates and Locations:

Tuesday, May 1, 2001

Hilton Glendale, 100 West Glenoaks Blvd, Glendale

Thursday, May 3, 2001

Hyatt Regency at Capitol Plaza, 1209 L Street, Sacramento

Friday, May 4, 2001

Oakland Airport Hilton, One Hegenberger Road, Oakland

[http://institute21.stanford.edu/programs/workshop/facilities/
techno.html](http://institute21.stanford.edu/programs/workshop/facilities/techno.html)

Provider: **Council on Library/Media Technicians Annual
Conference**

Course: Library Support Staff:

Still Moving in the Right Direction

Dates and location:

June 13-16, 2001

Hyatt Regency San Francisco/ Embarcadero

San Francisco, California

<http://library.ucr.edu/COLT>

Mayor Names New San Francisco City Librarian

San Francisco Mayor, Willie Brown, Jr., appointed Susan Hildreth San Francisco's City Librarian effective March 2001. Hildreth has been acting City Librarian since February 2000 and has unofficially managed the Library as Deputy Director since May 1999 when City Librarian Regina Minudri suffered a stroke.

During her tenure with San Francisco City Library, Hildreth has developed a new strategic plan, created A "Post Occupancy Evaluation of the Main Library," guided the first new branch library in more than 30 years and won San Francisco's Public Management Excellence Award.

Hildreth served as deputy director of the Sacramento Public Library and director of the Auburn-Placer County and the Benicia Public libraries. Immediately before assuming the position of deputy director of the San Francisco library, Hildreth worked as a planning consultant for the California State Library.



Los Angeles County Board of Supervisors selects County Librarian

After a national search, the Los Angeles County Board of Supervisors has announced that, effective May 1, 2001, Margaret Donnellan Todd will be the new County Librarian for the County of Los Angeles Public Library. Todd has been the Director of the Whittier Public Library since 1989.

One of the nation's largest public library systems, the County of Los Angeles Public Library operates 84 community libraries in the cities and unincorporated areas of Los Angeles County. The Library serves 3.3 million residents, and offers a collection of over 7 million items.

New literacy program consultants hired at State Library

Cindy Costales, literacy coordinator for the County of Los Angeles Public Library, and Valerie Reinke, outreach services and literacy coordinator for Corona Public Library, have been hired as literacy program consultants for the Library Development Services bureau of the California State Library.

Under the direction of Liz Gibson, assistant bureau chief, at the CSL, Costales and Reinke join a growing literacy services development team that already includes Carole Talan and Al Bennett. Costales and Reinke will play major roles in developing of California Library Services Act (CLSA) and Prop-10-funded public library literacy programs as well as Governor Davis' English Language Literacy Intensive (ELLIE) initiative.

Cindy can be contacted by phone at (916) 651-8304 or by email to ccostales@library.ca.gov, and Valerie can be contacted by phone at (916) 651-6980 or by email to vreinke@library.ca.gov.

Questionnaire coming this summer

Since *Connection* went on-line in July 2000, *Connection's* editors have wanted to know what *Connection's* readers think about the newsletter, to get feedback on how useful, readable, or dry, readers find *Connection*.

Therefore, we are designing an on-line reader questionnaire that will be in the June 2001 issue of *Connection*; watch for it next month. We look forward to hearing from you.

C O R R E C T I O N

On page 3 of the April issue of *Connection*, the Governor's Book Fund was incorrectly listed as one of the California Literacy Campaign (CLC) programs. The Governor's Book Fund School Library Enrichment Grant program is a separate literacy-related activity, the purpose of which is to direct grants to school libraries with a demonstrated need for new books.

2001

June

June 9-14, 2001

Special Libraries Association Annual Conference, San Antonio

June 11, 2001

LSTA fiscal year 2001/2002 applications due

June 13-15, 2001

First National Conference on Asian Pacific American Librarians, San Francisco

June 14-20, 2001

ALA Annual Conference, San Francisco

June 27-29, 2001

Library of California board meeting, Fresno

August

August 15-17, 2001

Library of California board meeting, San Diego

October

October 31-November 2, 2001

California School Libraries Association (CSLA) Annual Conference, Long Beach

November

November 2-5, 2001

California Library Association (CLA) Annual Conference, Long Beach

November 5-7, 2001

Library of California board meeting, Long Beach

November 14-18, 2001

American Association of School Librarians (AASL) National Conference, Indianapolis

2002

January

January 18-23, 2002

American Library Association (ALA) Midwinter Meeting, New Orleans

CONNECTION

is the website newsletter of the
California State Library
and the Library of California.

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Articles for inclusion in a
future issue of the
Connection are welcomed.
Please submit articles or
suggestions to the *Connection*
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