ILF Membership Update

You’ve heard the saying, “There is strength in numbers.” We believe that to be true. There are many membership benefits and we thank you for joining in 2014! It’s clear that PLA being held in Indianapolis this March has positively impacted membership growth as a huge savings in registration fees were given to current ILF members.

It’s exciting to announce our membership has grown to its highest level in several years, with a record new member tally of 85 and 1024 renewing members. We thank you for your 2014 membership and are committed to serving your continuing education needs and providing strong library advocacy efforts, now and always.

It’s official! After the ILF board recommended to the membership (and the votes were tallied), the membership year is now on a calendar year. Personal members who normally would have been asked to renew in late summer and early fall will receive renewal reminders in October. (The exception is for AISLE members who will remain on the Oct. 1-Sept. 30 membership year, pursuant to the recommendation of 2013 AISLE president Leslie Sutherlin.)

You’ll note that the October-reminder timeframe is during the period that annual conference registration will be going on, so it will be easy to renew at that time or … you may choose to wait until after conference to send your 2015 dues. Again, this year’s membership goes through Dec. 31, 2014. As you know, first time members pay $40 per year and after that, dues are on a sliding fee scale based on one’s salary.

The office is abuzz with activity; the annual conference planning team is beginning to work on the November conference, the mentoring program is revived, and we are preparing for some amazing district conferences this spring. The new database system provides members with an automatic e-mail reminder and there’ll be reminders in “Focus.” Members will be able to log in to their accounts using their user name (typically one’s e-mail address) and password and with a few clicks finalize their renewal. Additional benefits are found in the membership system such as viewing one’s account, add a photo, see payment history, print receipts, view a new job board, join chat groups, and more.

Please share with your colleagues information about ILF and invite them to join, too. We count on our members to help make 2014 one of the best years ever. We need volunteers to help serve in districts, divisions, and committees. For details, inquire at askus@ilfonline.org or respond with the Volunteer Form that was in your membership letter packet.

Spotlight: ILF Board Member

Kathy Burnette, Discovery Middle School’s school librarian, has been a member of AISLE since 1991 and is on the YHBA Middle Grades for AISLE. She was just named “2013 Penn-Harris-Madison Teacher of the Year.” Kathy also serves on the 2014 YALSA Excellence in Nonfiction Award committee and has spoken at past ILF conferences. She was instrumental in bringing One Book, One School to her community and has since presented on the subject at ILF’s annual conference. Kathy is also a member of ASLC, AASL, and YALSA — divisions of ALA. For several years, Kathy has volunteered with St Joseph County Public Library and moderates the 300-member Goodreads Mock Printz club. Kathy is interested in serving as secretary in order to learn more about the ways ILF supports all librarians and, in particular, school librarians. She believes the only way to make a difference is to be involved and the best place to be involved is with the ILF, an organization that advocates for librarians.

ILF Membership Cards

ILF Members may now print out their membership cards from their office or home computer! To print out your membership card simply sign into your account, look under “Information and Settings” on your Membership Profile. Click on the “membership card” and click print. If you have any questions or need assistance with printing your membership card, please contact Tisa Davis at tdavis@ilfonline.org.
**PRESIDENT’S COLUMN**

**A Bot or Not?**

The November/December 2013 edition of *Library Technology Reports* brought me up short. Although I’m a bit of a technophile, I normally don’t spend a lot of time with this publication; its in depth coverage of technology issues are usually beyond my ken. This time however, the subject was artificial intelligence, aka AI. If you’re like me, AI may conjure memories of HAL 9000, the homicidal computer in “2001: A Space Odyssey” or images of the Terminator. “Her,” the latest film in which an AI character is a protagonist, may be a more sympathetic and less threatening character, but aside from the film industry just how relevant is AI to libraries today?

The actuality is that AI is a more diverse field of science with broader implications than those represented in Sci-Fi books and movies. So, just how applicable is it to libraries? The report suggests that this technology in the form of chatbots, e.g. virtual agents, could be used to shore up information services in a time of budget shortfalls by offering a self-service option for online library customers.

Chatbots, are programmed to be “consistently patient and polite, remain unruffled by rude customers’...or repeated requests...” They could respond to inquiries with information tailored to customer’s needs and free staff to focus time and energy on more demanding inquiries. In cases where chatbots are being used for commercial purposes, studies have found that the ability to personalize the user experience and welcome customers has resulted in a double digit percent increase in business.

There has been discussion in academic circles for some time and an actual chatbot/virtual agent pilot at the University of Nebraska, but the rest of the library world has been slower to adopt.

With the private sector showing just what these chatbot/personal assistants can do, think Ultra Hal (Windows), Siri (iPhone) or Evi (Android), it’s past time for libraries to incorporate bot technology. As the authors of this *Library Technology Reports* suggest, the erosion of library funding may see the growth of inexpensive intelligent automated information services as an attractive option allowing customers to access library resources in a cost effective way. This may be the next iteration of libraries as “high tech, high touch” customer-focused institutions, if so there may indeed be bots in our very near future.

Marcia Au, ILF President

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**WANTED: Mentors to Share Experience**

One of the member benefits at ILF is the mentoring program. There are currently five matches. Over a year’s time, they will meet a few times depending on their schedules and goals. A mentee usually has ideas that would help him/her to grow professionally, and the mentor would meet with the mentee and over time, a supportive professional relationship grows. The mentor encourages the mentee and provides guidance, where needed and if requested.

“The mentor’s involvement is a valued service to the library community,” said Susan Akers, executive director of the ILF. “Each match is unique as the mentee progresses on his or her career path.” Mentors should have at least five years in the profession, be willing to commit time to the relationship, keep communication lines open and encourage the mentee in ways that will be identified during the course of the match. By completing a short form, you can begin your involvement with the program. Follow-up information includes a mentoring program booklet and tip sheet.

A liaison from the management division will contact the match periodically. If you would like more information or wish to learn more about the program, please contact askus@ilfonline.org and state whether you would like to be a mentor or a mentee.

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**FOCUS2   February 2014**

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**EDITOR’S NOTE**

*Focus on Indiana Libraries* is a publication of the Indiana Library Federation.

Its purpose is to act as a publication for disseminating current news and information of interest to people working in and with Indiana libraries.

All correspondence, requests for advertising information, subscriptions and claims for back issues should be directed to:

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All submissions for *Focus* need to be submitted by the 2nd day prior to the month of publication. For example, an article in the June issue would need to be submitted by May 2.

Annual subscription rate: $15
Upcoming District Conferences

We start out this year’s district conferences in Frankfort, Ind. at the District 2 Conference on April 4. The theme for this year’s conference is “Telling Your Story.” In keeping with this theme, keynote speaker Nancy Dowd, Project Lead Library Aware at EBSCO Publishing, will be speaking on “Creating Stories to Boldly Go Where No Library Has Gone Before” in the morning and Jennifer Pearson will be the afternoon keynote speaker. Jennifer will be speaking on “We Geek Community Based Advocacy: Practical Ideas and Tips from the Folks Who Brought You Geek the Library.” Other topics scheduled for this conference include: visual merchandising, a social media panel, children’s music programs, bringing in unserved areas, marketing to teens, community engagement, the Ryan White story, using statistics to tell your story, a panel on LSTA Technology Grant projects, and more. Registration rates are $30 for members and $45 for non-members. Join us for this amazing conference! For more information and to register for the District 2 Conference, go to www.ilfonline.org and click on “Events.”

On April 8, District 8 will be having their conference at the Winchester Public Library in Winchester, Ind. Keynote speaker Sharon E. Smith, author of Voices form the Graveyard will speak about her experiences restoring an historic cemetery and about some of the early Indiana settlers who are buried there. Some of the wonderful breakout sessions for this conference include: Apps for your youth department, dealing with challenging patrons, serving seniors in the public library, Pinterest and libraries, reaching teens through technology, story time with puppets, services at the State Library and more! To register, please go to www.ilfonline.org and click on “Events.” Registration rates for this conference are $30 for members and $45 for non-members.

Our last district conference in April will be the District 3 Conference on April 10 at the Huntington Public Library. The theme for this conference is “Let’s Talk....” Sessions will include: Finding your Niche in the Community; At Risk Teen Programming; Word Press; Program Extravaganzas based on State Standards; Help! Dial 911 - Safety Solutions for Library Professionals; How to Navigate the ISL Website; Maneuvering the Marketplace; 50 Apps in 50 Minutes; Creating Your Own Interactive Media Station; Fundraising that Works, and more! Member rates for this conference are $35 for Members and $50 for Non-members. For more information on this knowledge-packed conference go to: www.ilfonline.org.

Make sure to check out the March Focus on Indiana Libraries for more information on upcoming events!

Indiana Black Librarians Network (IBLN) is Seeking Presenters for Their Upcoming Spring Meeting

IBLN is seeking presenters for their spring meeting which will take place on Sat., March 29 from 10 a.m. - 4 p.m. at East 38th Street branch of the Indianapolis Marion County Public Library (IMCPL). They are most interested in topics that would have a broad appeal and would interest both public and academic libraries such as leadership, mentoring, e-books, and new technologies. Deadline for proposals is 2/17/14.

For more information about IBLN, please visit their website at http://indianablacklibrarians.org/

Please let Shanika Heyward know if you’re interested in presenting. E-mail address sheyward@indypl.org

SAVE THE DATE

Mark your calendars for the following upcoming events brought to you by the Indiana Library Federation.

- **February 28** - Reboot2014: A Conference for the Library & Information Technology Division - Plainfield-Guilford Township Public Library, Plainfield
- **April 4** - District 2 Conference: “Telling Your Story” - Frankfort Community Public Library, Frankfort
- **April 8** - District 8 Conference - Winchester Public Library, Winchester
- **April 10** - District 3 Conference - Huntington Public Library, Huntington
- **May 13** - District 1 Conference - IU, South Bend
- **August 23-25** (Tentative Date) - CYPD, Indianapolis
- **September** - SAMS Conference
- **November 17-19** - ILF Annual Conference, Marriott East, Indianapolis
The ILF Library & Information Technology Division is offering a top-quality, one-day conference at the Plainfield-Guilford Public Library on Friday, Feb. 28.

ILF Members are $50 each; non-members are $75. To register go to www.ilfonline.org/?LITDconference.

Attendees will hear keynote speaker David Lewis (Dean of IUPUI University Library) discuss what he views as the future of technology in Indiana Libraries. Breakout sessions include creating a public library technology plan; IT in Academic Libraries; Google forms; a session on custom applications in the library; roundtable on tablets; a representative from the Indiana State Library to discuss technology and the genealogist; “lightning round sessions” on JotForm + Google Docs, Raspberry PI, techniques and tech tools for productivity, and a session on TeamWork PM.

11th Annual Copyright Conference: Copyright Boot Camp

The Ball State University Libraries’ is pleased to announce the 11th Annual Copyright Conference: Copyright Boot Camp, April 23, 2014, the only intellectual property conference in the Midwest. This conference is unique in that the registration fee is not hundreds of dollars— it is only $90 which includes a conference packet, continental breakfast, snack breaks and a buffet lunch. Furthermore, this conference is singularly the only intellectual property conference in the United States that is duly authorized to grant simultaneous continuing legal education credits, LEUs, and PGPs.

Besides dedicated sessions and breakout sessions on both academic and K-12 intellectual property concerns, registered attendees are able to submit copyright questions and scenarios to our speaker panel and these questions will be used for discussions in various panel sessions.

Copyright Boot Camp
Conference Homepage: http://tinyurl.com/nulb7sx
8:30 a.m. to 3:30 p.m. at the Ball State Alumni Center
Registration: $90.00 [includes a buffet lunch and more]

For more information please contact: Dr. Fritz Dolak (fdolak@bsu.edu) phone: 765-285-5330

ILF Career Center

Are you new to the field of Library Science? Looking for a job in the library field? Is your library looking for that perfect employee to fit your needs? If you are a member of ILF, we can help. One of the great benefits of the new ILF website is our “Career Center.” As a member of ILF, you have access to this amazing resource!

As an employer, this means you can post open positions, examine resumes posted on our site, and even blog with other libraries about similar positions. Is your library looking for volunteers or interns? Post your volunteer openings on our “Career Center.”

If you are a new grad or looking for a new position, our “Career Center” is a great job resource! Post your resume, inquire about open positions, blog with others looking for jobs, and even inquire about mentors. You can even sign up to receive an e-mail for positions in a certain field, such as, library director, children’s services, or reference.

We hope you will explore and utilize this incredible new resource. If you have questions about our “Career Center” or would like more information, please contact Tisa Davis at tdavis@ilfonline.org.
Do’s and Don’ts to Library Signage

What are some things to keep in mind when using signs in the library? According to an article in “American Libraries,” (March 2012, pg. 37) try to keep signage to a minimum. Of course, signage is helpful to show directions especially if there has been remodeling or redesigning in the spaces. Also, keep printed signs on foam-core backing, not on paper with handwriting.

Consider the best placement of your directional signage. Watch people and see where they slow down when walking to decide which way to go next.

Use these helpful hints to improve your library’s signage:
- Steer away from using the words: “NO” “Forbidden,” “Prohibited,” “You must…”
- Steer away from using loads of exclamation points.
- Be careful the font is not too small or difficult to read.
- Be sure that the sign is not too wordy. Clarity and brevity are key.
- Be sure that the color of the background doesn’t wash out the color of the printing.
- Be sure the sign is not kept up too long with outdated information. It shouldn’t have shopwork or torn corners.
- Be sure the sign is placed where it is easy to see and not mounted crooked or hung unevenly.

National Library Week: April 13-19, 2014

Tools for librarians on how to promote NLW have been posted at: http://www.ala.org/conferenceevents/celebrationweeks/natlibraryweek.

The theme is “Lives Change @ Your Library.” Judy Blume will serve as Honorary Chair. She writes that she found her first favorite books while sitting on the floor of the children’s room at the public library in Elizabeth, New Jersey. Judy grew up with her own characters and stories running around inside her head, and today her characters live in 28 books in 32 languages. Blume is a longtime advocate of intellectual freedom. She has worked closely with the National Coalition Against Censorship as well as the American Library Association’s Office for Intellectual Freedom to protect the freedom to read. She is proud to be a recipient of the Margaret A. Edwards Award for Lifetime Achievement from the American Library Association. Most recently she was co-writer/producer of a film adaptation of her novel “Tiger Eyes.”

ILF Booth

While at the PLA Conference, stop by the ILF Booth to pick up our latest merchandise such as new t-shirts and our ever-popular library socks! We will be located near the registration booth.

Annual Conference Call for Programs!!

The Annual Conference Call for Programs will go out on February 10th! Get your divisions, associations, or groups together now to start planning sessions for the ILF Annual Conference Nov. 17-19th at the Marriott East in Indianapolis. Look for the Call for Programs to be sent out to membership via email, posted on social media, as well as posted on the website.
In my opinion, for a long time, the school librarian was the wife and mother of the educational system. I am not referring to the large percentage of women in this profession (though that does fit the metaphor), but to the various jobs school libraries have played. In the eyes of some, the library has spent money on frivolous materials like cookbooks or “cartoon” books...it has hosted parties where people come together for conversation and refreshments...it has organized fun activities for kids like author visits...and let us not forget helped people (students and teachers) with their homework.

School librarians have also done a lot of the less glamorous, less visible activities. Collaborating with teachers, spending time creating a balanced group of resources, working one-on-one with students to find just the right book have been some of those jobs that are done every day sometimes without any visibility to teachers or administrators (they are the laundry and the cooking).

For years, school libraries and librarians enjoyed very good times. Many libraries employed at least one certified librarian or half-time librarian. Budgets allowed needs to be met, as well as some extras to be purchased. Librarians were able to spoil their charges in time and materials, and librarians themselves could join colleagues for a “Girls Days” conference (sorry gentlemen...it is part of the metaphor). School librarians were the heart of the school and contributed to the success of a well-running institution.

However, accountability has turned the heads of administrators who are quick to champion the latest quick-fix to test-score woes. Administrators can hardly be blamed though, as numerous laws and political jockeying have created hurdles and restrictions that have made it difficult to financially continue the days of yesterday. Honestly, my administrators have so many responsibilities and demands for just teacher evaluations, I am not sure they would notice if I eliminated every book in my library.

School librarians have adapted under this pressure—picking up more buildings, spending less on recreational reading, taking over the role of technology consultant, supervising study hall, and even teaching a caseload of classes. We understand technology and are able to teach many concepts and functions to students and teachers. We are informed about e-books and other digital resources; we have learned the beauty of the cloud and mobile devices and made them work for us. Even so, I worry that with the additional responsibilities that school librarians now have, it’s possible that our impact as school librarians may be even harder to fairly evaluate or see clearly.

A recent article circulating on the AISLE listserv, “School Officials Plan to Restore Librarian Positions,” shared about a Pennsylvania school reinstating school librarians it had previously cut (Date, 2014). This warms my heart, that perhaps, nationally the trend could be reversing that has so severely crippled school librarians and libraries. Stories like this give me renewed energy to spread the message of the benefit of having certified library staff available to all students and teachers.

I begin 2014 with a commitment to continue advocating for strong school libraries and schools.

• In my building, I am going to collaborate more readily with my administrators to help reach both their goals and mine.
• I am going to publish a newsletter and annual report directed to my colleagues, administrators, parents, and students. These documents will outline in a professional manner the contributions that I am making.
• At a state level, I intend to remind my legislators to support school libraries and public schools, partly by voting down vouchers which have diverted funds that could have otherwise supported more school libraries.
• I plan to buy in Indiana, as sales tax contributes to my paycheck.

I want my library to stay married to the programs at my school, so I may have to adapt even more based on the changing needs of my patrons. It won’t be easy, but that’s okay...I am a school librarian.


ALA Planning School Library Advocacy Campaign

A note from ILF Executive Director Susan Akers: School libraries across the country are facing a crisis. Budget and testing pressures have led to decisions to “de-professionalize or eliminate school libraries.” In Indiana, we’ve heard academic librarians say they depend on school librarians to assist students in their research and learning endeavors before they attend college. Today’s school librarians teach critical new literacy skills and help students through inquiry, investigation, and research. Librarians share their love of reading and books with their students, and we know that thousands of Hoosier students are impacted positively by this. Librarians work with classroom teachers to embed research activities within the curriculum, and many students find the school library to be a safe space for reading and social growth.

School librarians are outstanding educators and connectors to today’s students and tomorrow’s leaders and thinkers. The ILF is certainly excited to learn more about the multifaceted advocacy campaign for school librarians. We are united with the ALA in the belief that every school library should be staffed by a certified school librarian.
Making the Most of PLA in Indianapolis

By Julia Aker, Director, Jackson County Public Library

The Public Library Association (PLA) Conference is in Indiana for the very first time on March 11-15. This is the chance for everyone to attend the best library conference in the United States. Library employees in systems of every size should schedule to attend at least one day. As the host state, we should openly welcome visiting librarians. Indy rocked Super Bowl XLVI. It (and we) can also rock the PLA Conference!

PLA Conference is a lot like the ILF Conference, except that sessions are geared specifically towards public libraries. Exhibitors include almost every public library vendor one can imagine. All attendees will get a lot from visiting the exhibits and attending the opening and closing sessions. The Exhibits Only Badge ($25) allows you to visit the exhibits floor only. The Exhibits Plus Badge ($45) allows you to visit the exhibits as well as attend the Opening Session, the Big Ideas Series, the All Conference Reception, and the Closing General Session. Exhibits Only and Exhibits Plus badges are available onsite only and cannot be purchased in advance. Check with library vendors for possible FREE exhibit passes.

Some tips for when you go:
• Prepare in advance. Get the preliminary program schedule and plan for the best sessions to attend. Find out exhibitor details ahead of time and make a list of ones to visit. Download the conference app if available.
• Plan a strategy for attending the most programs with all attendees from your library. Share notes with those who attended other sessions.
• Arrive in Indy the day before it starts or earlier in the morning the day it starts to pick up the registration packet. If PLA provides an exhibitor coupon book, tear out the coupons to enter a drawing or to visit for information. Put those in booth number order for easier use. Go through the programs you plan to attend to see if there are any last-minute changes.
• Every morning, get a copy of the Daily PLAnet, to read about programs from the previous day and to see if any of the sessions are cancelled or moved.
• Visit the exhibits. Exhibitors help pay for the conference, have new products, and give away a lot of FREE STUFF.
• Take plenty of business cards and self-addressed labels. Many of the exhibitors can scan the conference ID, but the smaller companies don’t pay for that luxury. To see everything in the exhibits, be prepared to take several hours.
• Get to sessions early to leave a bag on a seat then visit the restroom or the exhibits for a few minutes. Most sessions are overcrowded, and convention security won’t let people sit on the floor.
• Get to know other session attendees. Be willing to go to lunch or dinner with anyone who asks. Take advantage of this chance to network.
• Wear comfortable shoes and clothes. Sessions may be at opposite ends of the convention center, and the exhibit hall is larger than a football field. Wearing layers of clothes helps with comfort.
• Attend the All Conference Reception on Friday night. There’s FREE FOOD AND DRINKS, dancing and raffles.
• Take some time to visit at least one "touristy” place in Indianapolis.
• Eat at least one meal in a restaurant that is interesting.
• Getting autographs? Take a personal or book of your library instead of trying to run around the exhibit hall to buy one at the last minute. Check the conference information for a list of authors who will be there. Be prepared to stand in a long line for the most popular authors.
• Convention center food is expensive, and there are usually long lines. Carry a bottle of water and a snack.

Once one has attended the PLA Conference, it may lead to attending the conference in the future in cities such as Philadelphia, Portland, Minneapolis, Boston, Seattle, Phoenix, Kansas City, Atlanta, Charlotte, or Pittsburgh. Traveling to U.S. cities is only one of the perks of attending this conference.

Hope to see everyone there!
ILF is fortunate to collaborate with People Connect Institute (based near Ashville, N.C.). There were 60 webinars offered last year on a wide range of topics. For February, the line-up of webinars is below (LEU credit pending). Members who wish to receive the $29 per webinar rate are encouraged to e-mail askus@ilfonline.org for the promotional code and to follow up at that same e-mail to obtain their LEU certificate.

**The Art of Supervising Part 2 (3 part series) - Thursday, February 6: 2 p.m. – 3 p.m.**

Supervising people can be one of the toughest parts of your job…but it doesn’t have to be! Have you ever found yourself thinking, “Why can’t I motivate him?” Or maybe you dread the idea of correcting employees – so you don’t. You’re not alone – these are common feelings among supervisors. But take heart! There are tips and techniques you can use to not only help your employees find motivation in their jobs, but also help guide them along their journey – using praise, coaching, and counseling when you can and reprimands when necessary.

In Session 2, The Power of Praise, we’ll discover why praise is so important and how to use it effectively. Aha…an underused technique for creating that motivating environment!

**Presenter:** Linda Bruno

**The Art of Supervising Part 3 - Thursday, February 13: 2 p.m – 3 p.m.**

In webinar part 3, Coaching for a Win-Win, Linda will teach us tips on effective coaching and counseling that will help reduce the need for reprimands – whew! What a relief! You’ll know when to use which technique, why it’s important to consider the differences, and why supervisors tend to avoid these vital areas of effective management.

You’ll also be given tools that will help you deal with the dreaded case of the necessary reprimand – and you’ll leave the workshop feeling more confident in your ability to handle it well. It’s an area most of us would rather forget – but as supervisors, it’s not likely we’ll get off scot-free. Why not feel in control when handling these necessary parts of your job?

**Presenter:** Linda Bruno

**Developing Patron Training in the Library - Tuesday, February 18: 10:30 a.m. – 11:30 a.m.**

Patrons continue to ask their libraries for training and help with a variety of needs including Technology, The Affordable Care Act, (Obamacare) Computer Classes and Veterans Benefits. This is forcing libraries to make tough decisions on what training to offer and where to find the experts if they are not on staff.

This interactive and informative webinar program will cover the basics of developing patron-training programs, understanding adult learning needs, and dealing with difficult situations. As a result of this program, participants will learn how to:

- Meet adult learning needs
- Manage their classroom, even with disruptive behavior
- Determine what elements are needed in training materials
- Discover the different types of training and the pros and cons of each (class vs. individualized training vs. online training)
- Develop evaluations and decide when to follow up with patrons
- Determine topics for classes
- Find experts in an area that is not your expertise

**Presenter(s):** Cari Dubiel and Crystal Williams

Continued on page 10
ILF & PCI February Webinars (continued from page 9)

Social Media, Library Partnerships and Collaboration: More Than a Tweet - Thurs., Feb. 20: 2 p.m. – 3 p.m.

Do you think social media is simply another means for accomplishing one-way broadcasts about library offerings and resources? Think again!

Think about the benefits of using social media tools for two-way communication to foster partnerships and collaborations! Join us for this interactive and informative webinar and learn how libraries are using social media tools (Twitter, Facebook, Pinterest, Google+, and LinkedIn) to effectively interact with their constituents. At the end of the program, participants will be able to:

• Demonstrate familiarity with several popular social media tools
• Cite at least three ways that the tools are fostering community partnerships and collaborations
• Identify at least two steps they can take to incorporate social media tools into cultivating community partners

Presenter: Paul Signorelli

Creating a Culture of Employee Innovation - Tuesday, February 25: 10:30 a.m. – 11:30 a.m.

Tips and Strategies to Building A Team That Is Inspired & Motivated To Get Results!

Employee engagement is at an all time low. According to Gallup, less than 30 percent of today’s team members are motivated or inspired to come to work. Less than three out of ten are working at capacity or have any desire to produce or accomplish more. In today’s competitive workplaces a disengaged workforce will do far more damage than low morale!

It is time for a change, a new approach, and new set of strategies that can not only get your team engaged, these strategies can put energy, motivation and a desire to achieve back into your work day. Join us for this fun and interactive webinar where you will learn the tips and strategies to design a working environment that builds team engagement, inspires ownership and drives results at every level.

Learn how innovative companies and leaders are using strategies like humor, interaction, and coaching to take the idea of employee engagement to a whole new level!

Presenter: Meridith Elliott Powell

Writing a Social Media Policy for Your Library - Tuesday, February 27: 2 p.m. – 3 p.m.

Does your library have a social media policy? Chances are, it doesn’t…but it almost certainly should.

Learn why you need one, and what points are essential. Discover how writing this kind of policy can be completely different than writing any other kind for a library, and what you might need in a policy for staff versus what you might need to spell out for patrons.

This webinar will help you to understand some current best practices that you can use to guide you through the process of drafting your own social media policy for your library.

Presenter: Laura Solomon
Thank You! to Indiana Library Federation members for encouraging students to apply for an MLS or MIS degree!

Follow the path to your future.

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CALENDAR

February 2014

2 Articles due for the March issue of Focus.
4 Legislative Meeting, 2 p.m.
5 Digital Learning Day - http://digitallearningday.org
28 LITD Conference, Plainfield-Guilford Public Library, Plainfield

March 2014

2 Articles due for the April issue of Focus.
4 Legislative Meeting, 2 p.m.
9-15 Teen Tech Week
11-15 PLA Conference, Indianapolis, IN
16 Freedom of Information Day
20 ILF Board Mtg., 2 p.m.
26 IPLA Board Mtg. IMCPL Service Center, Indianapolis

April 2014

School Library Month
1 Legislative Meeting, 10 a.m.
2 Articles due for the May issue of Focus.
4 District 2 Conference Frankfort, IN
5 Indiana Genealogical Society Conference - Ft. Wayne, IN
Society of Indiana Archivists annual meeting, Indiana State Library, Indianapolis
8 District 8 Conference Winchester Public Library
10 District 3 Conference, Huntington Public Library
5-12 Money Smart Week
13-19 National Library Week
23 11th Annual Copyright Conference Ball State Alumni Center Muncie, IN

May 2014

2 Articles due for the June issue of Focus.
12-18 Children’s Book Week
13 District 1 Conference IU South Bend
15 ILF Board Mtg., 2 p.m.
28 IPLA Board Mtg. IMCPL Service Center, Indianapolis

June 2014

2 Articles due for the July issue of Focus.
6 Great Lakes Resource Sharing Conference, Toledo, OH
26-July 11 ALA Annual Conference Las Vegas, NV

July 2014

2 Articles due for the August issue of Focus.
23 IPLA Board Mtg. IMCPL Service Center, Indianapolis