Are Libraries Relevant?

By Larry Oathout, Chief Operations Officer, Evansville Vanderburgh Public Library, IPLA Board Member

Are you relevant? Are your programs relevant? Are your collections relevant? Is your library relevant? It seems we spend a lot of time and effort these days defending how libraries are still needed in the digital age. It’s certainly not a new topic for us. Almost 40 years ago, Larry Earl Bone, director of Burrows library in Memphis, and later the Mercy College Library in New York, penned an article in Library Journal (1975) that touched on a discussion working its way through the industry. “The fact that many libraries are questioning their purpose is a step which could bring about the changes needed for survival.” Bone’s conclusion was that the relevancy conversation would either result in a “death gasp or a renaissance.” It’s not unrealistic to think that people even doubted the need for libraries while Andrew Carnegie was handing out money for new library buildings.

So, after all of the decades of discussion, are we just overly sensitive, paranoid, or misunderstood? Yes. Anytime someone questions your livelihood it’s likely to get your hackles up. It’s understandable and natural. A recent article on dead end jobs on Yahoo.com (Duchon, 2013), which, you guessed it, listed librarians, brought howls of protest in the article’s comments section. We are also sensitive about our image in the media. No bun-wearing, nun types here, we say! Okay, so we backtracked a little and fell in love with the stereotypes of the Nancy Pearl action figure, but we really embrace shows like “The Librarian” and “Buffy the Vampire Slayer.” They show us as highly intelligent, good looking, cutting edge purveyors of information and other cool stuff, like fighting evil.

We also tend to be a little paranoid. As I mentioned earlier, there have always been library doubters. It never fails that even an article on the great things libraries are doing today will have a slew of “why do we still need libraries?” comments at the end. With that going on, it’s natural we would be peeking over our shoulders a little bit.

Misunderstandings? You bet. The things people don’t know about libraries could stretch from coast to coast. We all know everything is on the Internet, so libraries aren’t needed. It’s no lie that the Internet has created turbulence in our industry, but just as many opportunities. General reference has probably taken the biggest hit, but over 5.1 million reference questions were still answered by Indiana libraries alone in 2012. While a growing number of family history items are now available online from the library for free, or at home for a fee, it’s safe to say 90% of most genealogy and local history department collections are only available at the library. And have you found the latest John Grisham or Stephen King novel readily available online for free? Not unless you download it through the library, pay for it, or steal it.

Even some authors misunderstand how libraries work. During a recent conversation on E-books, an author stated that if libraries got digital books, theoretically only one copy of this latest novel would need to be purchased and it could be shared with everyone in the world at the same time. Theoretically, yes, it’s technically possible, but since library E-book lending has never worked that way, it’s not very likely. However, you have to forgive publishers and authors, as they are undergoing a bit of the digital age paranoia themselves.

So where does all that leave us? Actually in a very good spot, if the naysayers and doomsday folks care to notice. In a just released Pew Report study on libraries (Zickuhr, 2013), 52% of respondents said that while libraries were not important as they once were for finding information (facts), 95% of Americans still believe library services are important, even though they may not use them. Even 90% believe their community would be adversely impacted if the local library closed. Closer to home, if we are not relevant, why has circulation in Indiana libraries increased by 16% in the last decade (Indiana State Library, 2013) to over 77 million items annually? Over 38.5 million people visited Indiana libraries last year, 12% more than 10 years ago. These statistics were gathered in a decade in which libraries flew into the teeth of the digital storm, and like any good business, we changed to provide the services people wanted.

No doubt the conversation on the relevance of libraries will continue, and it will be as important as ever to tell our story, but what is the best possible response to the relevancy crowd? Instead of spending valuable time arguing our relevancy, let’s just be relevant. Does Apple debate relevancy every time it introduces a new product? No, they just do it. Relevant people know they are important. So, just be relevant. Just like you are every single day when you unlock the library doors and deliver those great knockout services. Being relevant settles a lot of arguments.

Sources:
PRESIDENT’S COLUMN

This past year was my first on the Indiana Library Federation Board and it was a very full year of planning, budgeting, and just plain learning the ropes as ILF President Elect. My thanks to all my board colleagues and ILF staff for responding so patiently to my comments, many questions, and innumerable requests for more information. Now 2014 stretches before us, twelve months that will be full of opportunities to be engaged in some way as a member of THE Indiana association that fosters the professional growth of its members and promotes all types of libraries around the state.

Engagement, however, takes planning, organizations cannot grow or thrive without it so this past summer the board engaged in an important process - strategic planning. That process, led by Board President Robin Crumrin and ILF Executive Director Susan Akers, resulted in a plan that will guide ILF for the next three years. The plan in its entirety, five Charters and nine strategic priorities, is posted on the website, www.ilfonline.org, but I'd like to mention some of the highlights here including: developing leadership, strengthening communication and training through use of new technologies, enhancing the organizational structure and strengthening membership, and continuing to develop advocacy programs, marketing initiatives, and partnerships. As the Board worked through the plan one of the abiding concerns was that we respond to concerns of the membership. One of the concerns addressed as part of the plan was the bifurcated dues structure applied to public libraries. After much research, lively discussion, and thoughtful consideration I am most happy to report that in November the ILF Board voted to end this two tiered structure effective for the 2015 membership year. It will change how dues are calculated while ensuring organizational benefits including trustee membership are not lost. After all is said and done most public libraries will find it less expensive and more advantageous to be organizational members.

Over the course of the next few months, more strategic plan details will be rolled out and we hope you will join us, renew your membership or become a member and engage in the conversations, events and activities offered by ILF this year. With the membership and this new plan we will be building our association's strengths and grow professionally in the process. Let the conversations and work begin.

Sincerely,

Marcia Au, CEO/Director
Evansville Vanderburgh Public Library
200 SE Martin Luther King Jr. Blvd.
Evansville, IN 47713
812.428.8204

A message from the ILF President Marcia Au, Executive Director Susan Akers and IPLA President Kelly Ehinger:

At their November ILF board of directors meeting, the board voted to merge the public institutional and trustee dues categories into one member type called “Public Library Member.” Much research and discussion went into this decision. Ultimately, this change, effective for the 2015 membership year, will be positive for the library community, be more meaningful in terms of membership categories, and also streamline and enhance benefits of public library membership.

Many directors have mentioned that while their libraries support the mission of the ILF and want to be members, the dues structure was cumbersome and, for some, cost prohibitive. The roll-out for the change will be communicated by mid-2014 so that libraries can incorporate the dues into their 2015 budgets. The new dues structure includes a reduced percentage rate based on expenditures rather than budget which for most will result in a reduction in dues. For all this will mean enhanced benefits including memberships for all library board trustees and eligibility to participate in health and D & O insurance programs.

We hope that libraries find this new fee structure beneficial and will choose to support and be engaged in ILF.

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
The Indiana Library Federation welcomes several new board members with terms beginning Jan. 1. Some individuals are appointed by their association and some were nominated and won in an election this past fall. Joining the 16-member board in alphabetical order are:

- Marcia Learned Au, ILF board president, is director at the Evansville Vanderburgh Public Library.
- Kathy Burnette, ILF board secretary, is a school librarian at Discovery Middle School in Granger, Ind.
- Kelly Ehinger was appointed by the Indiana Public Library Association. Kelly also serves as IPLA president. She served as ILF board secretary for two years and will serve two more years in this position. She is director of the Adams Co. Public Library system.
- Karen Evans, a librarian at Indiana State University’s Cunningham Memorial Library, is past chairperson of the Indiana Academic Library Association.
- Beverly Gard, the former senator from Greenfield, is an Indiana Library Trustee Association (ILTA) member and serves as a trustee at Hancock County Public Library. She is vice-president of the ILF board.
- Heather McNabb, ILF member-at-large, is the Manager for the Oaklyn Branch of Evansville Vanderburgh Public Library and former director of Poseyville Carnegie Public Library (see profile below).
- Gigi Shook, vice president of the Association of Indiana School Library Educators (AISLE), is a school librarian at Center Grove High School in Greenwood.
- Ruth Szpunar, a librarian at Roy West Library at DePauw University, is chairperson of the Indiana Academic Library Association and in that office is also an ILF board member.

Returning to the board are:

- Robin Crumrin, Associate Dean Collection & Information Access & Delivery at IUPUI, who served as president in 2013.
- Amy Harshbarger, treasurer, is employed at Logan Library at the Rose-Hulman Institute of Technology.
- Kevin Petsche, assistant treasurer, is employed at IUPUI's library in Indianapolis.
- Susie Highley, AISLE representative, is a media specialist for MSD Warren Township.
- Jim Cline, IPLA representative, is the director of the Porter County library system.
- Lee Ann Biggs, ILTA representative, is a trustee at Hussey-Mayfield Memorial Library in Zionsville and is a teacher.
- Terry Rheinheimer, ALA Councilor, is the library director of the Middlebury Community Public Library.
- Renee Wozniak Anderson is a board member at-large. Renee is director of the South Whitley Public Library.

The Indiana Public Library Association would like to announce their new board members which were voted on by the IPLA membership in late September.

- Jason Hatton, Assistant Director at the Bartholomew County Public Library, first term, Jan 1, 2014 - Dec 31, 2016
- June Kruer, Director, Charlestown Clark County Public Library, first term, Jan 1, 2014 – Dec 31, 2016

Three board members were re-elected for a second term. They are:

- Paris Pegg, Director, Morrison Reeves Public Library second term, Jan 1, 2014 - Dec 31, 2016

Heather McNabb, Oaklyn Branch Manager for the Evansville Vanderburgh Public Library system and former director of the Poseyville Carnegie Public Library, was recently elected to the Indiana Library Federation Board as an at-large member. She will serve as a Federation board member for a two-year term. Heather served the Poseyville community for over three years and also serves on the Eugene & Marilyn Glick Indiana Author’s Award panel, the Indiana State Library’s Professional Development Committee, the American Library Association’s New Members Round Table, and was a member of the inaugural 2012 cohort for the Indiana Librarians Leadership Academy.

“Having the chance to represent Indiana librarians on the ILF Board is something I am very excited about as it gives me the opportunity to help strengthen our state organization by being a voice for librarians across the state,” Heather said.
Indianapolis readers are invited to join those in Cologne, Germany for “One Book, Two Cities,” a first-of-its-kind shared reading campaign that continues through February 2014 as part of the Sister City relationship between the two international cities.

Indianapolis Mayor Greg Ballard was joined by Indianapolis Public Library representatives and project supporters at Central Library on December 3 to announce the “One Book” title – *Vienna* by Eva Menasse. The freelance author from Berlin, Germany provided greetings via Skype during the ceremony, as did representatives of the Cologne Public Library.

The novel is a fictional account of a part-Jewish Viennese family negotiating the trials brought forth by the Nazi invasion and subsequent aftermath as family members become scattered throughout Europe and North America. First published in 2005 and translated in English by Anthea Bell in 2007, *Vienna* received the Corine Award for Best Debut novel.

Free copies of *Vienna* are available for pick-up at all Indy Library locations. In addition to scheduled library book discussions led by trained facilitators, local residents are encouraged to organize their own book clubs and discuss the book among co-workers, friends, family and neighbors. Specially-created discussion kits are available as a guide to help book groups get started and provide discussion ideas for *Vienna*. The Sister City blog site, accessed from the Library’s homepage at www.indypl.org, allows participants in Indianapolis and Cologne to share thoughts and submit photos of their discussion experiences. They can respond to bilingual blogs posted from library representatives in each city.

A number of other free library events related to *Vienna* are planned in conjunction with “One Book, Two Cities.” Joshua Taylor, host of the “Genealogy Roadshow” (PBS) and “Who Do You Think You Are” (NBC and TLC) and lead genealogist for http://www.findmypast.com/, will present a program entitled, “Finding the Roots of Your Family Legends” on Sunday, January 5 at 2 p.m. at Central Library. Other programs presented at various Indy Library locations include, “Writing Your Family Story,” “Preserving Family Photographs: From Daguerreotype to Digital,” and “Using Sanborn Maps to Research Family Genealogy.”

“One Book, Two Cities” is made possible through generous support from BMO Harris Bank and The Indianapolis Foundation Library Fund. To learn more about upcoming “One Book, Two Cities” activities, visit www.indypl.org.

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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.

Public Library Director or Experienced Public Librarian (5+ years) to mentor a person in District 4, which is in central Indiana and an experienced IALA member in District 5/7. These mentors would be able to share life experiences, provide some professional advice, and help the mentee broaden his or her views of librarianship. Interested? Contact askus@ilfonline.org.
News, Updates, and Announcements


Elliott Honored for ‘Excellence in Advocacy’ at National Women in Advocacy Conference

Professional Women in Advocacy recognized Carolyn T. Elliott, senior vice president of Bose Public Affairs Group LLC and our ILF advocate, with an honorable mention award at its national conference in Washington, D.C. on Dec. 9. Organizers of the Professional Women in Advocacy Conference presented Carolyn with an excellence in advocacy award in the category of Veteran Practitioner for her “integrity, intellect and devotion” to her clients. She was nominated for the award by several clients and elected officials, including Lieutenant Governor Sue Ellspermann and former Lt. Gov. Becky Skillman, CEO and president of Radius Indiana.

Active in the political arena since 1990, Carolyn has established herself in Indiana’s government affairs sector, concentrating on issues involved in pharmaceuticals, law enforcement, library, information technology, transportation, licensure, education, environment, agribusiness, economic development and health care legislation.

Indiana State Librarian Announces Retirement

Roberta L. Brooker retired on December 27, 2013 after serving as Indiana State Librarian for seven years. She began her career at the State Library in 1988 as a Reference Librarian and went on to serve in several other capacities, including Coordinator of the Indiana State Data Center and Consultant for the Library Development Office.

Ms. Brooker was responsible for overseeing the external affairs of the State Library, which included developing and providing library services to Indiana citizens and the state government, encouraging and supporting the development of the library profession, and strengthening the services of publicly and privately supported libraries in the state. She was also charged with maintaining a 2.5 million item collection of Indiana and federal materials, as well as one of the largest genealogy collections in the Midwest. Under Ms. Brooker’s direction, the State Library has succeeded in making its collections more accessible to the public, while preserving them for future generations. During her tenure, the library developed one of the nation’s most comprehensive library professional development programs, as well as a shared library catalogue consortium of over 100 Indiana public libraries that is among the largest in the world.

Connie Bruder, Associate Director of Public Services, has been appointed Interim Director which took effect December 28, 2013. The Indiana Library & Historical Board will conduct a nationwide search for Ms. Brooker’s replacement.

Hussey-Mayfield Memorial Public Library Gets New Director

The Hussey-Mayfield Memorial Public Library staff and board of directors will be welcoming Kerry Green as their new director after the first of the year.

Reboot 2014: A Conference for the Library & Information Technology Division of the Indiana Library Federation

February 28, 2014
Plainfield-Guilford Public Library
1120 Stafford Road, Plainfield, IN

Keynote speaker: David Lewis, Dean of IUPUI University Libraries, will be speaking about “The Future of Technology in Indiana Libraries.” For more information or to register, go to: http://www.ilfonline.org/?LITDconference.
Jazz @ the Indiana State Library

by Steven Schmidt, Indiana State Library

On Saturday, October 5, the Indiana State Library was anything but quiet! In partnership with the 25th anniversary of the Indianapolis-Cologne Sister City Partnership, the Indiana State Library hosted a presentation on the history of jazz in Indiana, plus a first for the library, a live jazz concert presented by a group of students from Cologne, Germany.

The program kicked off with jazz historian and photographer Duncan Scheidt presenting a slide show tracing the early days of jazz in Indiana. He was followed by the Hoosier jazz icon Dr. David Baker who talked about his experiences with the state's jazz greats and the state's influences on the art form. Following their presentation, the musicians from the Open Jazz House School in Cologne, Germany; lead by André Nendza, one of the leading bass players in Germany and the 2012 winner of the Echo Prize, the European equivalent of the Grammy Award for best bass player, took the stage. The band consisted of André Nendza on the bass, Saara Wallraf on violin; Robert Schlanstein on drums; Ula Martyn-Ellis played the guitar, and Annkathrin Huber provided the vocals.

The rest of the Cologne delegation consisted of vice-mayor Angela Spizig, Cologne-Indianapolis committee chair Volkmar Schultz, vice-chair and German-American Society of Cologne chairman Hartwig Prüßmann, Lydia Kluetsch from the Office of International Affairs for the City of Cologne and Claudia Burger, widow of the late Lord Mayor Norbert Burger. In 1988 Lord Mayor Burger was the catalyst for the creation of the Sister City Relationship signed by Indianapolis Mayor Bill Hudnut.

This was the first time that the Indiana Cologne Sister City committee had partnered with the State Library and the first time the library had ever hosted a live concert. Between 75 and 100 people attended the program, which included a reception, that allowed the attendees to meet the musicians and speakers.

Volunteer Opportunities Abound During Public Library Association (PLA) in March

A message from Jackie Nytes, CEO, The Indianapolis Public Library, on behalf of the 2014 PLA National Conference Local Arrangements Committee:

We are very excited that Indianapolis, the Crossroads of America, will be hosting the 2014 PLA National Conference March 11-14! The Conference program is shaping up very nicely - and what a wonderful opportunity for those of us engaged with public libraries to gather and share!

If you haven't had a chance to look at the 2014 PLA National Conference website, I encourage you to do so at: http://www.placonference.org. Enthusiasm is building about the Conference, and the Local Arrangements Committee, consisting of those associated with public libraries in Central Indiana, the Indiana State Library, ILF and Visit Indy, is working diligently to make sure everything is in place for our out-of-state visitors to have an extraordinary experience!

PLA depends upon the host state and city to staff particular activities and events. So to that end, I want to encourage you to review the many ways to participate. You will find a listing of those opportunities at the bottom of the 2014 PLA Volunteer Interest Form here http://www.imcpl.org/pla/PLA_volunteer.php.

While some opportunities require a general knowledge of the city of Indianapolis, many do not. We hope you will consider volunteering for the 2014 PLA National Conference. Should you decide to volunteer, please complete the Volunteer Form and submit it by January 31.

PLA has offered the following benefits to volunteers who are not registered for the Conference: attendance at the Opening and Closing General Sessions, the Big Idea Series and the All Conference Reception, as well as access to the Conference Exhibition Hall. Whether or not you choose to volunteer, I hope to see you at the Conference in March! We are thrilled the public library world is coming to Indianapolis!
Lots of libraries are improving service, revamping space, creating a brand and listening to visitor feedback… all very important. Another important consideration is for administration to gain input from and listen to library employees.

Whether you are a director of a large, medium or small library, your job is to make decisions, move ahead, and get people to execute. And being decisive is positive--that's what leaders do. Over time, you begin to trust your instincts and judgment and have a record of making good decisions. It’s easy to get defensive when and if your decisions are criticized; however, you want smart people to work with you and to build a successful organization. And smart people want to be engaged and heard.

When a leader encourages staff to think about the library the way the leader does, that is to say—think about the organization in big picture mode--staff has a better chance of understanding their roles and excelling in their jobs. When employees understand how their jobs fit into the larger scope of the library, and as they engage in a sense of purpose and believe in the mission of the library, they (ideally) feel a sense of shared purpose.

Do you and, if applicable, your managers seek staff input; are staff being heard? Of course, some decisions don’t lend themselves to involving staff, but for many decisions it is appropriate to fact-collect, engage staff and hear their opinions. If you offer your staff a chance to give feedback, share ideas, and allow for respectful criticism of ideas…the best ideas will rise to the top. If you are not in the habit of doing this, resolve this year to take some issues or problems to staff and assign a task force to make suggestions and help figure out how to solve the problem.

When employees are involved and feel they have been heard, they are much more likely to feel favorable toward their place of employment. This summer, as we at ILF moved records to a new database management system, I was extremely hesitant to move the website to the new company. ILF had worked with Spinweb for more than four years; the site was well-designed, well-used and easy to make changes. Staff wanted to move the website over with the rest of the information, but I resisted. My reasoning was that the website is our face to the world and I felt “if it’s not broken, don’t fix it.”

ILF staff members brought to my attention several reasons why the website should be housed under the new system, and with some trepidation I agreed. We finalized the move this past month and have not had any problems. Now, ILF members can print invoices from their accounts, they can upload resumes to the website, apply for library positions, and order Rosie and YHBA products straight from the website. Further, money will be saved with having the website housed in the new system. These things were not possible before.

Directors and managers need to listen, be creative problem solvers and involve staff in some decision-making. Yes, you will need a thick skin because sometimes complaints and input are leveled at you, but if you're willing to take a little criticism and open the door to obtaining more feedback from others, that dialogue can improve your decision-making and help to strengthen teamwork.

An executive at Delta Airlines found that when he needed to implement change, he said, “My mother was right. It sounds corny, but it's better to share. If I have an idea and you have an idea and we exchange ideas, now we both have two ideas.” A dialogue begins.

An open dialogue adds value for staff which ultimately can benefit customers and makes the library a great place to work.
Thank you for the opportunity to respond to Sally Stegner's article in ILF Focus, "A Balancing Act: Librarians' Changing Role."

To the question, Should libraries lead constituents or should libraries meet constituents where they are, the answer is yes. Yes, we must both lead AND meet patrons where they are. The key is to understand our constituents, not as a whole but in segments of the service area population. Some segments are more than ready for a more digital library. Others will never be. Most are probably somewhere in between. But we cannot simply develop programs aimed for the middle or the average. By understanding each important segment's needs and preferences, we can offer programs and services tailored to each segment. (One library that's applying market segmentation research effectively is Topeka-Shawnee County PL.)

However, no library should be satisfied with the status quo, regardless of what you learn from your constituents. Change is required of every public library. I hope no librarian in Indiana still needs to be convinced of that. Libraries that are not planning for change are the ones most at risk of disappearing. (For librarians who doubt this, I recommend reading David Lankes or David Rothman.)

It is also important that we go outside our existing patron base to ask people what they need and want. If libraries continue to tailor collections and services only for the people who already use the library, we will not grow in terms of the number of people we serve or in terms of our perceived value to the community.

Michael Starks, MLS
Community Digitization Project and Central Computer Lab
Indianapolis Public Library

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**MCLS Call for Proposals for Great Lakes Resources Sharing Conference**

The MCLS Conference Program Committee is interested in receiving proposals on topics shown below for the Great Lakes Resource Sharing Conference. The event will be held in Toledo, Ohio at the Hilton Garden Inn at Perrysburg on Friday, June 6, 2014. This conference is an opportunity for individuals working in resource sharing to gather information and communicate with other colleagues. Deadline is January 17. Accepted program proposal submissions should be 45 minutes in length including time for questions. Proposals might focus on any of the following areas:

- Resource Sharing Best Practices
- Regional collection development projects
- Statistics – local, regional, impact on collection development
- Assessment
- Tips and Tricks
- Marketing Services
- Managing Student Workers
- Electronic Resources and Resource Sharing
- Workflow improvements
- Coordinated collection development
- Training
- Purchase on Demand

Please submit a 150-200 word proposal for your presentation at https://docs.google.com/forms/d/1xY9A-fiMA2BmzgkauKiqRra6WZADUmtYH5rHJ0reZWU/viewform

Program proposals will be reviewed by the program committee and those presenters who are selected will be notified by February 14, 2014. Please direct any questions to Lorna Newman at lorna.newman@uc.edu.
ILF & PCI January Webinars
To register for an upcoming webinar or for more information, please go to: http://pciwebinars.com/.

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 January, 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.

Surviving the Stressors of Organizational Change -- Thurs., Jan. 16 from 2 p.m. to 3 p.m. (All times are EST).

Learn to make the stressors of change disappear, focus on what’s driving change in your organization and your role in minimizing the effect of the stressors that are sure to be present. In this fun and interactive webinar you’ll learn:
• To Recognize three of the Key Drivers of Change in Your Organization
• To Avoid the 15 Mistakes that Cause Stress on the Job
• Ways of Surviving the Stressors of Change
• How to Take Charge of Reducing Your Stress; Instead of Waiting for Someone Else to Do It For you

Presenter: Andrew Sanderbeck

Customer Service for Challenged Libraries - Tues., Jan. 21 from 10:30 a.m. to 11:30 a.m.

Being everything for everybody is what our patrons expect of our circulation staff. Diverse needs, high expectations, and increased library services have pushed even the most patient staff members to the edge. Having an understanding of your community’s pressures can help ease tense situations and having the right tools and the correct attitude in place enables library staff to withstand even the most challenging situations. Attendees will learn to
• Identify patron needs and understand behavior motivators
• Re-energize and empower circulation staff
• Build a service-oriented library environment

Presenter: Kathy Pape

How to Hire a Library Tech - Tues., Jan. 28 from 10:30 a.m. to 11:30 a.m.

-- Do you know what really makes for a good library IT staffer? Do you wish you knew what pitfalls to look out for when hiring one? It’s not easy to hire for a position where it’s unlikely you fully understand the position’s responsibilities or challenges, let alone what exact skill set you need a hire to have. In this webinar, you will:
• Learn what to look for and for red flags that can cause issues down the road
• Find out how job ads can actually turn off qualified applicants
• Hear real words of wisdom, from current library IT managers

Presenter: Laura Solomon

Public Libraries and the Common Core Curriculum: Overview & Resources – Thurs., Jan. 23 from 2 p.m. to 3 p.m.

What do the new Common Core State Standards mean for public libraries?
• How can you help students and their parents understand the Common Core standards and find resources related to the standards?
• How can you strengthen your collections and programs to meet the Common Core-related needs of children, teens, parents, and educators?

Presenter: Kathleen Odean

Developing the Art of Supervising – Thurs., January 30 from 2 p.m. – 3 p.m. (This will be a 3-part series)

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. There are tips and techniques you can use to not only help your employees find motivation in their jobs, but also to help guide them along their journey – using praise, coaching, and counseling when you can and reprimands when necessary. In the first webinar of this 3-part series, we’ll discuss Creating a Motivating Environment – what motivation is and what it isn’t. We’ll brainstorm together to create a list of at least 25 ways you can help create a motivating environment.

Presenter: Linda Bruno
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to
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$50.00
There are so many reasons to attend the PLA 2014 Conference, they won’t all fit on this page.

Opening Session with Bryan Stevenson · Outcomes Made Easy: 7 Steps for Success (Program) · Historical Homes Tour · The Doctor is In: Miracle Cures for Sick Boards (Preconference) · Big Ideas with Simon Sinek · Facilities 101: The Secret Life of Your Library Building (Program) · Bustling Exhibits Floor with Hundreds of Vendors · Indianapolis Museum of Art · Audio Publishers Association (APA) Dinner · The Most Dangerous Idea of All: Change from the Bottom Up (Program) · Introductory Python Workshop (Preconference) · Fort Wayne, Indiana, Genealogy Tour · Author Lunch with Craig Johnson and Lisa Unger · Read Out LOUD! Active Learning at the Library (Program) · Managing the Talent: How to Spot ‘Em, Grow ‘Em, and Move

Ann Patchett Book Hour · Crime (Program) · All Things 150 programs dedicated to
We Geek Advocacy: Using Page and Geek the Library Center · APA Mystery Communicate Change So the (Preconference) · Library Winning at the Ballot Box with Jane Pauley · Indy restaurants, and shops in
with Amy Cuddy · Be a Youth (Program) · APA Kay Andrews · Columbus Conference Reception:
E-Book Extravaganza · Implement Every Child library (Preconference) · YA Green · Exhibits Opening and Bouncy Castles: Defining (Program) · Indianapolis Public Library Branch Tours · Opening Lunch with Richard Ford · Maximizing Patron Outcomes: Gather and Use Community Data to Deliver High Value Technology Services (Preconference) · APA Author Andre Dubus III · Keep Calm and Carry On: Financial Planning to Avoid Fiscal Pitfalls (Program) · Leading with Emotional Intelligence: Building Trusting Relationships (Preconference) · Big Ideas Panel with Megan McArdle, David McRaney, and Clive Thompson · How to Ruin Your Library’s Reputation in 10 Easy Steps! PR Essentials (Preconference) · Indianapolis Memorial Tour · Connecting with colleagues · Closing Session with David Sedaris · And so much more!

Special Registration Rates for ILF members!

www.placonference.org
### CALENDAR

#### January 2014
- **2**
  - Articles due for the February issue of *Focus*.
- **14**
  - Legislative Meeting, 2 p.m.
- **16**
  - ILF Board Mtg., 2 p.m.
- **24-28**
  - ALA Midwinter - Philadelphia, PA

#### February 2014
- **2**
  - Articles due for the March issue of *Focus*.
- **4**
  - Legislative Meeting, 2 p.m.
- **5**
  - Digital Learning Day - [http://digitallearningday.org](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.

#### 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

#### 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.

#### 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