How we learned to Put Our Best Foot Forward at the Marketing Me Workshop

“You will be branded if you don’t brand yourself.” A central message conveyed by Cindy Dougherty, Dean of Students at Southwestern Oklahoma State University, this idea was supported with anecdotes of students who made poor self-branding choices on social media along with tips on how to survive in a technological age and other sage advice. Dougherty was the first lecturer for the Marketing Me workshop, sponsored by the OLA Marketing Committee, held on Wednesday, September 16 from 9:00 am to 4:00 pm at the Moore Public Library.

The topics covered included “Dangers of Social Media in the Professional World,” covered by Dougherty, “Benefits of Social Media in the Professional World” covered by Dr. Colin Rhinesmith, Assistant Professor at University of Oklahoma School of Library and Information Science, “Acing the Interview, Communication 101, and Dress for Success” covered by Jennifer Prilliman, Associate Director and Law Library Professor at the Oklahoma City University School of Law, and a panel discussion on “You got the job, now what?” The panel was comprised of Lynda Reynolds, Director at the Stillwater Public Library, Dana Belcher, Assistant Library Director at East Central University, Kathryn Lewis, Director of Media Services and Instructional Technology at Norman Public Schools and Lisa Wells, Assistant Director at the Pioneer Library System. “We saw a need for professional development in our library communities,” said OLA Marketing Committee member Angel Suhrstedt, Assistant Manager of the Edmond Library, Metropolitan Library System. “This workshop aimed to provide attendees with takeaways they could use to develop their personal ‘brand’ and market themselves to further their library careers.” (con’t. on p. 154-155)
At the OLA Leadership Retreat this summer, we watched a TED Talk by JR who is a street artist and winner of the 2011 TED Talk prize. (He speaks English with a thick French accent, so might have better experience if you turn on the closed captioning. I will warn you there is some language you might find offensive.) It is not a TED Talk about libraries or censorship or reading. Instead it is a TED Talk about graffiti. I am grateful our OLA librarians share ideas within the association through our workshop and conference programming; HOWEVER (yeah you knew there was a however coming right?), I hope at the end of the 24 minute video you will better understand the reasons we need to “graffiti” our Oklahoma community with our library stories.

JR sums it up well when he says “In the Middle East, I experienced my work in places without [many] museums. So the reactions in the street were kind of interesting. So I decided to go further in this direction and go in places where there were zero museums. ...When I listened to all the stories everywhere I went on the continents, I couldn't always understand the complicated circumstances of their conflict. I just observed. Sometimes there was no words, no sentence, just tears. I just took their pictures and pasted them.” We don't work in a war zone with no museums, but in many ways we observe complicated circumstances of humanity each time in our library doors are open. And our stories are worth sharing.
Con’t.

Here is my challenge to you... observe, take a photo, and “paste” it up. Don’t just paste it up in your library or on the OLA facebook page. Put it up in a place that people who don’t know about the library can see: coffee shop, Main Street, your own social media page, city council offices, schools, newspaper, marquees. To let the public know we may take a photo, we have a sign on the entrance of our library doors that says: “Images taken in the library during class, activities, and programs may be used in library promotion and instructional materials. If you do not wish to have your image used, please notify one of the librarians.” Daily I take a photo, and post it on Instagram, Twitter, and Facebook. Monthly I share these images and captions with our PR person, school newspaper, PTA, television channel, board members, and administrators. Quarterly we create a report on Pikochart to share with our community about the services we provided. It is amazing how often in my community people tell me they love seeing pictures of the library.

Thanks for helping me Turn on the Lights!

Calypso Gilstrap,
NBCT Librarian
OLA President

Photos: Above: Jane Long and Jackie Kropp; Right: Calypso Gilstrap and Kay Boies

Photos courtesy of Shanelle Jackson

You are a librarian who works with children between the ages of 4 and 8 years. You plan programming for those children, and someone says “Ooh! You should include some songs or music in your programs!” One of two things happen: One- You play a song that kind of ties into the theme of your story time. Two- You have no idea where to start. Either way, Let’s Start the Music is the perfect book for you!

The first two chapters inform librarians why music is important for any activity directed at this age group. Benefits of infusing music in your program include engagement, excitement, and learning! Most importantly, these chapters tell you where to begin. What kind of songs should you add to your program? How do you teach children a new song? How do you teach children to use an instrument? What instruments are easy to implement? All of these answers can be found in the first twenty-three pages.

The rest of this book contains 13 already-created, ready-to-use programs that integrate stories, songs, instruments, crafts, and more. Amy Brown plans the entire program by starting with a song, alternating a few books and more songs, all concluding with a movement activity then creating your own instrument craft. Additional books and songs are suggested at the end of each program, allowing librarians to mix and match with what resources they have available. Themes include popular topics many libraries already cover, making it easier for any librarian to add musical elements into existing programs. From animals to sports, from spooky ghosts and monsters to food, from camping to rhythm, there is nothing left uncovered!

Let’s Start the Music: Programming for Primary Grades is a new staple for any children’s librarian who is musically challenged. Public librarians who plan hour-long storytimes will benefit most from this resource, however school librarians can adapt these programs into their curriculum and schedule.

Kelsey Gourd, M.L.I.S.
Teacher Librarian
@KelseyGourd
Lakeview Elementary
Great things DO come in small packages! McDonald has jam packed this small book with practical advice. The easy-to-read entries can be put into action by anyone focused on creating a user centered library.

Each strategy is presented in 2-3 pages. The thoughtful ideas are familiar, but get right to the heart of providing the best user experiences in a library.

McDonald incorporates user friendly symbols to describe each strategy. Valuable reading recommendations are also listed at the end of each strategy to help facilitate further investigation. Librarians desiring to provide their users with a positive experience will find this book revitalizing and thought provoking.

~Linda Reif
Library Media Specialist, Tulsa Public Schools
Oral History in Libraries

“I like them Westerns. I’m an old cowboy gal.”
—Centenarian Grace Gragson on reading

The Oklahoma 100 Year Life Oral History Project took form in the spring of 2013. At the time of this writing, 92 Oklahomans over the age of 100 have been interviewed, 57 females and 35 males. One aim of the project was to conduct interviews with Oklahoma’s centenarians to explore lived history in the early years of statehood as well as how their journey impacts their life today. In addition to asking about what they recall from the Depression, World War II, and other historic events, we wanted to know about their pastime activities then and now. Over the course of most of the interviews, reading and books would come into the conversation.

When asked what advice she would give to someone who wants to live 100 years, Oklahoma City resident Leora Henderson (now age 107) responded, “Read the comics and read the bible.” When asked if she read much as a youngster, Henderson said, “That was our main activity. Our whole family would read, and at night we had kerosene lamps. We had a little table that we’d sit in the middle of the floor. We’d all sit around that little table to read night after night… We would order our books from the state library.”

Another childhood memory about reading was shared by Mildred Vandaveer from Norman (now age 102). She remembers how “[Momma] made her a bed in the bathtub, because we didn’t have running water, and she’d go in there and read.” When asked about reading, the recently deceased Bill Burke from Yukon (lived to age 101) mentioned, “Yep, I read. I’m a fairly good patron of our library. I don’t go to the public library. That requires transportation, and then you have to take the books back by a schedule. Here, our library is on an honor system. You just go and pick out what you want and take it back, and a volunteer librarian reshelves it. That’s quite convenient.”

The most often author mentioned was Louis L’Amour. The late George Creider of Skiatook (lived to age 101) remarked, “I’ve got about one hundred Louis L’Amour books in there. I’ve read them twice. My brother has read them, my friend has read them and I’m on my third time.” It turns out L’Amour lived in Oklahoma for a time and books classified as “Westerns” were quite popular during the years these centenarians were young and middle-aged adults. Several people mentioned they were re-reading books they owned, others noted they received books through a service, while some borrowed books from friends or purchased them. Some made use of large print books while others had machines that enlarged the print and some needed no visual aid, other than eyeglasses, to read. So it is safe to assume books remain a valued part of life for today’s centenarians! Learn more about the Oklahoma 100 Year Life Oral History Project by visiting www.library.okstate.edu/oralhistory/100.

—Tanya Finchum & Juliana Nykolaiszyn
OSU Library Oklahoma Oral History Research Program
Book Reviews

Take a look at the book reviews in this issue! Michele Seikel, from OSU Stillwater Libraries is accepting reviews, send her your name and she will be sending out a list of books to review. Or if you have a book you would like to review, send Michele a note. It should be book under two years old. Please include the name of the Publisher, the year published,, no. of pages, and ISBN. Contact her at michele.seikel@okstate.edu.

Thank you!

Calling All OLA Members!

Membership renewals are now determined by the anniversary from your last renewal. To determine your renewal date, log into your OLA account at www.oklibs.org, or contact Kay Boies at the OLA office (405) 525-5100. Since memberships used to run July through June, many memberships still have the July 1 anniversary date and are up for renewal. Be sure you are up to date and renew today!

Joanne Huff
Library Technical Assistant

Reminder!!! Note new deadlines!

Oklahoma Librarian deadlines for submission have changed, and will be the 15th of the ODD months of the year. The deadline for the next Oklahoma Librarian is November 15, 2015. What have you done over the summer? Send articles! Send articles on what your library is doing, what your DROC is doing (a workshop?), and who’s who in your library. Do you have a topic of interest? Write an article! Do you want to review a book? Contact Barbara Miller at barbara.miller@okstate.edu. Get involved,! This is YOUR newsletter and a way to let everyone in the state know what YOU are doing for libraries in Oklahoma!
The Old Government Documents Round Table is the New Government Information Round Table

Why the Name Change?? First, over the past few years I’d heard OLA members who weren’t members of GODORT say something to this effect: “GODORT is for people who work in Federal Depository Libraries.” Well, no, it never was meant to be populated primarily by FDLP librarians and library staff. But this was a conception held by not a few OLA members. At the time of this writing the percentage of federal government publications that are virtual, and accessible from any computer, was 96%, and the percentage of State of Oklahoma Publications that are virtual was 82%. What does this mean? It means every library is a depository now for current publications. Every library in our state provides E-government services, especially public libraries. If you work in a public library you know all about providing E-government services for IRS forms and other federal services, and State of Oklahoma forms and services. And be warned now that you can expect the 2020 Census to bring the community into your library as well: it will be the first Decennial Census that can be answered via Internet. So if you provide E-government services in your library, the Government Information Round Table is for you.

Not that we’re jettisoning the depository programs of the Federal Depository Library Program and ODL’s Oklahoma Publications Clearinghouse. These institutions will continue to provide help to all libraries who need help accessing the electronic publications, and they will also act as resources for older paper publications. After all, only about 25% - 30% of pre-1976 federal publications have been digitized anywhere by anyone, so we need our state’s FDLP depository collections to remain for access to historical information.

But if you would like to network with other librarians who provide government information to the public, in whatever format, then GIRT will connect you to these librarians! We look forward to seeing you. There is a GIRT meeting scheduled for December 10 in Weatherford. Come with questions, come with comments, come with ideas!

Steve Beleu
Current GIRT chair
Oklahoma Dept. of Libraries
OLA CATS WORKSHOP: “SPOTLIGHT ON TEEN SERVICES”

If you didn’t join us at the Children’s and Teen Services Roundtable’s September workshop, here’s what you missed:

Dr. Steve Byers from NSU-BA taught us about the power of engaged reading to change teens’ brains by increasing neural connections and the importance of teens acting out alternate selves and identities through reading

Carla Hickey (Mabel C. Fry Library, Yukon), Darla L’Allier (Tulsa City-County Library, Tulsa), and Carol Anderson (Catoosa Public Library, Catoosa) discussed how teen programs and services look in libraries of different sizes and communities

Tracy Lane (OSU Extension Office) and Sandy Kittinger (4-H Leader) discussed community partnerships for teen services programming—every county in our state has an OSU Extension Office that has educators willing to work with you to bring programs to your community

Kelly Bayles (TCCL, Tulsa) spoke about TCCL’s personalized readers’ advisory services that creates individual reading guides for tweens and teens 10-17; Elizabeth Murray (Stillwater Public Library, Stillwater) spoke about how to do a Winter Reading Program; Gloria Cumpston (Enid Public Library, Enid) spoke about how she conducts one-on-one readers’ advisory to teens when they are short on time and attention

Dana Beach (Metropolitan Library System, Oklahoma City) and Anna Todd (Metropolitan Library System, Oklahoma City) spoke about highly popular teen programs based on teens’ obsession with popular TV shows and book series—fandoms

Collaborative information-sharing about teen services was held in a poster room.

If any of that sounds awesome to you, don’t miss our sessions at conference this spring!

Leah Weyand
Teen Services Coordinator
Tulsa City-County Library
Chair, OLA CATS 2015-16
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photos: Dr. Steve Byers (top left)
   Carla Hickey, Darla L’allier and Carol Anderson panel discussion
   (bottom right) Courtesy of Dana Beach.
Oklahoma Webpages: U.S. Census Information Center of Eastern Oklahoma

http://csctulsa.org/content.php?p=4

If you’ve attended any Census data workshops that I’ve given these last two years you’ve probably met Melanie Poulter, who helps me teach them. Melanie works for the Community Service Council (CSC) in Tulsa and writes much of the content of this web page (and all of the content of its Data Blast) because she operates their Census Information Center (CIC). First things first: what is a Census Information Center? Here is its official definition from the Census website —

The Census Information Center (CIC) program is one of the Census Bureau’s most valued partnerships. The goal of the CIC Program is to provide local access, education and technical assistance on census data for planning and decision-making to underserved communities. This partnership includes 52 non-profit national and community-based organizations including: national non-governmental organizations, minority colleges and universities, minority chambers of commerce, civil rights and social justice organizations, organizations serving children, the aging and rural populations and a Tribal Government.

What I will call your attention to is not the contents named U.S. Census Data, Access, Training, which consists of links to various Census Bureau websites. What we’ll look at are the products created primarily by Melanie herself and Jan Figart in the section named CIC Data Publications. These consist of—

Data Blast – this is the main product of the CIC, and focuses on the application of Census data to problems primarily in the Tulsa area and northeast Oklahoma. Here is an example of how Melanie uses data from Census.gov for her latest Data Blast (page one of more pages) —
CIC has published *Data Blast* since 2010. You can subscribe to it easily. Here is a list of the various topics of the 2014 issues—

**2014:**
- Tulsa: favorable trends for business
- Poverty in Tulsa County
- Manufacturing
- Income and Poverty in the United States: 2013
- Population Trends in North Tulsa Over the Last Half Century
- 50th Anniversary of the Civil Rights Act
- Release of 2013 Population Estimates
- City of Tulsa: Population and Housing
- Population Bracketology
- Free Census Bureau Webinars
- The Young and Uninsured
- Population Trends
- Measuring America: Spending on Education

CIC E-newsletters – these are reports that use data from Census and other sources to examine topics that affect Oklahomans. Some of these articles consist of repackaged data and topics that focus on the Tulsa and northeast Oklahoma area. What CIC does with them is to make them easier to read and view than accessing the same data and reports via *American Fact-Finder* and other sources; CIC also adds local Oklahoma perspectives to this data.

CIC Data Briefs – same as above
Maps and Tables – these are the creations of CIC using maps from the Census Bureau. Here’s a good example:

**Estimated Percentage of Total Population Living in Poverty, 2005-09**

An estimated 14.8% of Tulsa County’s and 19% of Tulsa’s total populations live in poverty.
And there's also a link here to issues of their CSC Data Publications; here's an example--

Population Bureau-World Fertility Rates Decline All Over the World

In much of the developing world, demographic change has contributed to economic growth and reductions in poverty.

Steve Beleu
Federal Relations Coordinator
Oklahoma Dept. of Libraries
Shine the Light on YOUR School Library!

Our theme this year in OLA is Turn On the Light! It is all about advocating for your library. Over the last several weeks, many librarians have shared how they like to advocate their school library. While I was creating this list, I noticed that many school librarians advocate to many different types of audiences. For example, we have to advocate to our building and district administrators how valuable the library (and librarian) is to the entire school. We also have to advocate to teachers, to get them to collaborate with us. Don't forget about parent and families! With three drastically different types of audiences, school librarians could (and probably do) end up getting buried in reports, newsletters, and plans to communicate.

Below is a list of ways to shine your light and advocate to all three categories of audience members. By creating just one very effective ‘report’, school librarians can spend more time actually doing all the incredible things they do!

♦ Create one newsletter that highlights what you are teaching, how you are influencing reading, statistics about how much you teach and circulate, and what resources are available.
♦ Take a picture a day to share on social media. (Pictures are the BEST way to show what you do.)
  ♦ Send a weekly email to everyone about your upcoming week.
♦ Design an infographic that you can use year-round! (Make it once and use it again and again.)
♦ Design a comic book page with pictures and data to tell your story.
♦ Use resources that have already been created! (AASL and many librarians have already created amazing things to use to advocate.)
Technical Services Roundtable Fall Workshop and Conference Programs for 2015-2016

Come Join Us!

At a time when technical services operations are facing new challenges and adjustments brought on by new standards, shelf-ready materials, new library management systems, and the shifting focus to provide access to electronic and digital resources outside the traditional catalog, the Technical Services Roundtable (TSRT) Planning Committee members have planned a workshop and conference programs that will address these challenges with the objective to educate its members so they can be well informed tocompetently participate in traditional cataloging activities with the initial knowledge to move forward with the emerging cataloging environment.

Starting with the fall workshop titled, “Take This Item and Catalog It!: How To Catalog Different Formats Using RDA and Dublin Core” at the Midwest City Library on Friday, October 30, 2015 attendees will have choices of several breakout sessions taught by long time and new TSRT members who have a wealth of experience and expertise to share. Registration is available from the Oklahoma Library Association website.

One session, RDA Basics, offers a practical follow-up to highly attended programs on Resource Description and Access (RDA) that TSRT has provided in previous workshops. The workshop evaluations show that the RDA is still a highly requested topic since the Library of Congress announced its full implementation on March 31, 2013. Leading this session is Jay Shorten from the University of Oklahoma Library with 16 years of cataloging. Along with the basics is another RDA session on how-to-use the Marc Edit software to enhance existing catalog records with RDA elements to ensure records meet the new standard. Shay Beezley, the Manager of Metadata and Cataloging from the University of Central Oklahoma Library will offer tips and share her own experience in record enhancement. The forever complex cataloging of audio visual (AV) materials will be addressed in two different sessions by a TSRT favorite presenter, Pauline Rodriguez-Atkins, Manager for Cataloging and ILL at Metropolitan Library System.

Several topics new to TSRT workshops will be presented in other breakout sessions. Two Metadata Librarians, Anona Earls, University of Central Oklahoma Library, and Janet Ahrberg, Oklahoma State University Library will provide an introduction to the Dublin Core metadata standard used to describe resources outside of the catalog that exposes digitized resources such as photographs, letters, and postcards, etc. in library collections. For any cataloger who has an atlas or map presented to them to catalog, a must program to attend is the session on map cataloging by Tom Steele, a Science and Technology Cataloger at the University of Oklahoma Library. The last program of the day will be on those pesky Print on Demand (POD) or also known as self-published books that often provide little publication information and make catalogers think of retiring sooner than later when cataloging them. Presenting on this topic is Michele Seikel, a Cataloger and Acquisitions Librarian from the Oklahoma State University Library.
For the 2016 OLA Annual Conference, TSRT has several programs tentatively planned. Nicole Sump-Crethar, Head, Digital Resources and Discovery Services at the Oklahoma State University Library will present on the trend of reorganization in libraries, including technical services departments, to meet the changing library environment.

Two Technical Services Librarians from Cameron University, Cathy Blackman and Mandi Smith will share their “lessons from the road” after visiting different libraries across the state to evaluate different integrated library systems (ILS), also known as a library management systems (LMS).

For those considering shelf ready books, Linda Pye, Head, Technical Services, Southwestern Oklahoma State University and Cathy Blackman will be addressing how-to-select a shelf ready system. A program on how-to-use the indispensable Marc Edit software with a speaker to be announced is planned. Returning to the conference is “Stump the Cataloger.” A lively Q&A session that allows attendees to bring cataloging problems to be answered. The panel of catalogers includes, Michele Seikel, Shay Beezley and Janet Ahrberg.

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TSRT Chair, 2015-2016
Stillwater Public Library and Partners
Team Up to Investigate Sherlock Holmes

(STILLWATER, OKLA. / Sept. 9, 2015) – Stillwater Public Library, OSU Allied Arts, OSU Edmon Low Library and the Stillwater Police Department are partnering on a month long series about the world’s most famous detective. “The Adventures of Sherlock Holmes” features presentations, performances and other detective-related activities, culminating in a theatrical production by the Aquila Theatre Company at the OSU Seretean Center on Oct. 29.

“The idea for a community reading event arose when we were scheduling the year’s theatrical performances,” said Brandon Mitts, Allied Arts director. “Our goal is to bridge the gap between OSU and the community and to help make the arts accessible to as many people as possible.”

According to Mitts, the positive feedback from younger students on the Allied Arts Selection Committee helped seal the decision to bring Sherlock to Stillwater.

“Sherlock Holmes is popular with nearly every generation, especially now with all of the recent TV series. It also obviously has a strong connection to literature, which is why we knew that the library would be the perfect partner to help make the production a huge community event.”

“Our collaborations with OSU Allied Arts have resulted in a strong history of successful and educational series,” said Lynda Reynolds, Stillwater public Library director. “Starting with ‘To Kill a Mockingbird’ and continuing through to ‘Fahrenheit 451,’ we have been able to spark an interest in classic literature and theater.

“The Adventures of Sherlock Holmes” series kicks-off Thursday, Oct. 1 at 7 p.m. at Stillwater Public Library. Dr. Bill Hagen, retired Professor of English, Oklahoma Baptist University will host an English Tea while providing background on author Sir Arthur Conan Doyle and the Sherlock Holmes novels and stories.

Attendees are encouraged, but not required to dress in Sherlock-style or Victorian costume. “We’re hoping that many of our readers will choose to dress in the modern style of Sherlock Holmes, so that we get to see how Sherlock Holmes has influenced readers through the generations,” said Reynolds. “And dressing up can pay-off for participants. We’ll be giving away two Aquila Theatre tickets for the favorite costume courtesy of Friends of the Library.”
According to Reynolds, Allied Arts is also providing two additional tickets as a door prize.

After the kick-off, Sherlockian events continue at several different sites in the community. Other upcoming program includes:

“The REAL CSI.” Monday, Oct. 5, at 6:30 p.m. (Stillwater Public Library) – The Stillwater Police Department will take the audience step-by-step through how crime scene investigation really works. Learn about ballistics, suspect portraiture, castings and splatter. Registration is required and limited to ages 12 and up.

“Modern Mystery: The Mullendore Murder Case.” Thursday, Oct. 8, at 7 p.m. (Stillwater Public Library) – In character as a participant to the murder investigation, author “The Original Buffalo Dale” Lewis will discuss details of the famous Mullendore murder, as set out in his new book, Footprints in the Dew. Copies of the book will be available for purchase and signing from 6-7 p.m. and after the presentation.

“Oklahoma Mystery Author Panel.” Tuesday, Oct. 13, at 7 p.m. (Stillwater Public Library) – Authors William Bernhardt, Tim Prasil, Will Thomas, and Bob Avey will discuss the art of writing mystery novels, how they got their start, and how they come up with their ideas. Aquila Theatre tickets and copies of Carolyn Hart books will be given away as door prizes.

“Science Café at OSU: Forensic Psychology: What the Heck is That??” Tuesday, Oct. 20, at 6:30 p.m. (OSU Library, 2nd floor, Peggy V. Helmerich Browsing Room) – Featuring speakers Dr. Ron Thrasher, Director of Forensic Psychology Program, OSU Center for Health Sciences, Tulsa and Chelsea Bullard, M.S. Forensic Psychology; PhD student, Sociology.

“The Adventures of Sherlock Holmes.” Thursday, Oct. 29, at 8 p.m. (OSU Seretean Center) – The Aquila Theatre Co. brings its energetic physical style to this new adaptation of the legendary sleuth. The clever Holmes skillfully maneuvers the twisted web of London's most intriguing cases with his split second deductions revealing the most intimate details of a person's life. Tickets are $22 for adults and $10 for OSU students and children 12 and under. Online purchase is available at https://tickets.okstate.edu. A free discussion will take place beforehand at 7 p.m.

Con’t.
Con’t.
The reading series also includes several other fun activities that will last throughout the month.
“For the first time, we will be testing out an online book discussion,” said Reynolds. “Since we are not distributing books for this series, it will give people the opportunity to discuss a wide range of Sherlock Holmes stories, as well as Doyle, the Victorian era, crime solving techniques and anything else related to the topic.”

To join on the online discussion, readers will submit names and emails to the Help Desk at 405.372.3633 x8106 or askalibrarian@stillwater.org or in person at any of the events. Participants will receive an invitation link to join the “SPL Sherlock Holmes Discussion Group” on the website Goodreads. The board does require participants to register for a very quick Goodreads account. Librarians will assist anyone who needs help.

Copies of Sherlock Holmes stories and novels will be on display and available for checkout in the library. In addition, free digital copies to read on an eBook reader, mobile device, tablet or computer can be borrowed from Oklahoma Virtual Library.

Because the stories and novels are in the public domain, readers can also download free eBook versions from Amazon or Project Gutenberg. Links to the free eBooks, as well as step by step instructions for using Goodreads.com are located on the Library’s Sherlock page.

Other month long activities include:

- **Sleuth Skills** - Develop detective skills at the Oklahoma WONDERtorium. Throughout the month the museum will provide opportunities to use science to decipher secret messages, extract DNA, study clues through microscopes and more. Check the museum’s website at okwondertorium.org for details.

- **Museum and Downtown Stillwater Scavenger Hunt** - Solve each of the 12 cases in the book, “The Adventures of Sherlock Holmes,” by going to local museums, stores and landmarks to decipher Sherlock’s codes.

- **Silent Vines** - Students in 6-12 grades will produce silent-film era Vines featuring Sherlock Holmes. Teens can get help creating their Vines at the library on Friday, Oct. 16, 4-6 p.m.

The Sherlock series is free, with the exception of the Aquila Theater Performance and entry into the Wondertorium. For more information about the series, visit the library’s Sherlock website at http://library.stillwater.org/sherlock.php or contact the library’s Help Desk at askalibrarian@stillwater.org or 405-372-3633 x8106.

Stillwater Public Library is located at 1107 S. Duck St. (the corner of Duck and 12th Ave.). Library hours are Monday-Thursday, 9 a.m. to 9 p.m.; Friday and Saturday, 9 a.m. to 6 p.m.; and Sunday 1 p.m. to 5 p.m.

Contact: Stacy DeLano
Phone: 405-372-3633 x8124
E-Mail: sdelano@stillwater.org
Web: library.stillwater.org
Dear Edge Libraries:

I am proud to share a copy of the cover story, "Strengthening the Library's Strategic Role: Prepare to Focus on Public Access Technology" from the September 2015 issue of the International City/County Management Association (ICMA) Public Management (PM) magazine. Authors are Rashad Young, City Administrator for Washington, D.C., and Susan Benton, President and CEO, Urban Libraries Council. If your local government has a city/county manager or administrator, they are a member of ICMA and this month's issue of PM has just landed on their desk.

We wrote the article to:

1. Continue to educate top-appointed local government officials on the strategic value of their public library system.
2. Specifically highlight the role of libraries as technology hubs and how the related outcomes positively impact the local economy, education/workforce development, health, eGovernment services and more.
3. Affirm that libraries can and are measuring their performance for meeting community priorities through Edge.

The article stresses the importance of sharing outcomes and sound data on library technology services with local government to support key strategic decisions on community needs. This important function of the Edge Toolkit is highlighted through the experiences of four public libraries that have completed the Edge Assessment: San Antonio Public Library (TX), Guthrie Public Library (OK), El Paso Public Library (TX), and Greensboro Public Library (NC). Library systems from Alexander County, North Carolina; New Hanover County, North Carolina; Anchorage, Alaska; and Mifflin County, Pennsylvania, also contributed to the article. Thank you to all of these libraries who shared their experience with Edge.

We've also created an additional resource to share with your local government leaders about how Edge is being used to assess and strengthen public technology and align library services with community priorities. Let us know if you have any questions and be sure to share how you're using Edge to work with your community leaders.

In partnership,

Program Director, Edge Initiative
Following Dougherty’s maternal and eye-opening talk on how every stupid thing people do on social media is forever, we saw the other side of the coin, responsibly using social media in a professional manner and using social media to create a digital brand with Dr. Rhinesmith’s lecture. A cornerstone of Rhinesmith’s message was listening. He presented the 70/20/10 model of social media: seventy percent of your online presence should be listening to your community and the best way to do that on social media is to follow them, like or favorite their posts, retweet and share their content and engage with them via comments. Twenty percent goes to asking and responding to questions and making a connection, while a mere ten percent should be promoting your goods and services. We should think of this process like a reference interview. Most of it should be listening, then question and connect and only the last sliver is taken up in providing what the user needs. Listen before you engage.

Participants in the workshop came for a myriad of reasons including finding a new job, upward or lateral movement within their organization or improving on their skill set for a current position. For those looking to change positions, Prilliman’s presentation was especially beneficial. She covered tips on how to create resumes that stand out, the proper way to format a cover letter and what to include in it, and how to dress for an interview. She said to think of the interview as a conversation – you are interviewing them as much as they are interviewing you. Prepare questions and take notes during the interview. She also suggested crafting a story statement about your background and how you got to where you are, and always follow up with a thank you email or note!

The final portion of the workshop was a panel of directors and assistant directors. “I loved getting a chance to hear stories from their experiences in the field. It was both enlightening and enjoyable. It helped me picture what my possible future as a librarian might be like,” said attendee Casey Lowry, Associate Librarian for the Metropolitan Library System. At the beginning of the workshop, participants were encouraged to write questions on note cards and submit them for the panel to answer. The panel had the opportunity to address questions such as “How would you go about finding a mentor?”; “How can you get supervisory experience if you aren’t in a supervisory position?”; “Do you look at a person’s social media pages before you hire them?”; “If I have too many projects and am overwhelmed, how do I
Con’t.
tell my supervisor without seeming whiney?”; “What attributes are you looking for in a person in an interview?” and several more. The panel members were able to provide valuable feedback for each of these queries, addressing the need and offering thoughtful responses for library settings.

They encouraged those present to be active outside their own library, be confident with their skills and take on responsibilities if you want to move up. Be creative in problem solving, be open and honest when you need help, and take time before answering difficult questions. All four emphasized attitude and enthusiasm as attributes that can take one a long way, while other attributes can be taught. Listen to arguments and address concerns when presenting unpopular ideas. Be understanding and respectful of others.

They wrapped up with a discussion on Interview deal breakers. They recommended knowing the standards governing the library, following application instructions, showing how you will add value to the library and researching the core values and mission statement. They begged applicants to stop telling them that they want to work in a library because they love books or love to read. They said to never bad mouth former employers and make sure to research for the position even in you are an internal candidate because you will have more to prove.

The workshop was successful in steering attendees towards positively marketing themselves to current employers as well as potential. If you’re interested in professional marketing, consider joining the Marketing Committee of OLA. They meet on the third Wednesday of every month at the OLA offices from 10 to noon.

Contact Natalie Vaughn at Natalie.Vaughn@libraries.ok.gov for more information.

Jill Knoke McFall <jill.mcfall@metrolibrary.org>

*Photographs taken at the conference by Gillian McFall.*
‘Making the Most of Retirement’ fall line-up

(STILLWATER, OKLA. / Sept. 4, 2015) – The OSU Emeriti Association, in partnership with the Stillwater Public Library, has scheduled a new slate of informative and helpful programming for the community’s retirees. “Making the Most of Retirement,” a monthly program held at the library, welcomes all retirees and soon to be retirees to attend the free sessions which address common retirement concerns and interests.

“The series has been immensely popular over the past year,” said Zane Quibble, OSU Emeriti member. “The popularity can be attributed largely to the diverse topics we cover and the amazing speakers who have donated their time and expertise.”

Over the past year, “Making the Most of Retirement” has brought in speakers to address everything from volunteering and long-term health insurance to vacationing and genealogy.

According to Quibble, some of the most practical programs have been the most popular.

“The attendees really seem to appreciate the programs on finances and estate planning,” said Quibble. “A number of attendees have reported that the various topics were offered ‘just in time,’ because decision-making on those aspects of their lives was imminent. This was particularly true of the sessions pertaining to estate planning and long-term care insurance.”
The monthly programs, which take place the third Wednesday of the month at 1:30 p.m., generally cover topics such as finance, daily living and accommodations, security, volunteering, and hobbies and personal fulfillment. Upcoming fall programs include:

- September 16 - Toni Wolfe, “The Primrose Retirement Community.”
- October 21 - Meg Busteed, “Reverse Mortgages.”
- November 18 - Bud Lacy and Jennifer Dault, “Volunteering for Habitat for Humanity.”
- December 16 - Scott Petty, “Stillwater Medical Center: New Patient Care Development.”

“Some participants may need the information provided in every topic, while others may be interested in only a few,” said Quibble. “We try to focus on areas that will likely affect most all retirees, but every month provides an opportunity to meet new friends and acquaintances, which is something every retiree can use.”

The popularity of the series has spurred the Emeriti Association to expand its programming. Next year, the organization will add “Armchair Traveling” to its schedule.

“As individuals age, traveling becomes more challenging and difficult, if not impossible,” said Quibble. “A significant number of Stillwater’s retirees have had unique travel experiences that they enjoy sharing with other retirees who may not be able to travel themselves.”

According to Quibble, the new program will launch in February with “Sled Dog Tales... It’s all about the Dogs.”

“Making the Most of Retirement” is free and open to the public. Upcoming programs are announced on the library’s website at [http://library.stillwater.org](http://library.stillwater.org) and in the newspaper’s community calendar and “What’s Happening” section.

For more information, please visit the “Making the Most of Retirement” blog at [https://retiredinstillwater.wordpress.com](https://retiredinstillwater.wordpress.com) or contact the library’s Help Desk at [askalibrarian@stillwater.org](mailto:askalibrarian@stillwater.org) or 405-372-3633 x8106.

Stillwater Public Library is located at 1107 S. Duck St. (the corner of Duck and 12th Ave.). Library hours are Monday-Thursday, 9 a.m. to 9 p.m.; Friday and Saturday, 9 a.m. to 6 p.m.; and Sunday 1 p.m. to 5 p.m.

Stacey Delano
Adult Services Libn, Stillwater Public Library
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