The Conference Is Moving!

By Kimberly Snyder Wise

Early last summer, we conducted a survey of the membership on the possibility of moving the annual conference to the spring.

An overwhelming 83 percent of respondents indicated that they would be in favor of this move, as long as it didn’t conflict with academic graduations and public library summer reading program planning. We also carefully considered ACRL and PLA annual conferences. With this in mind, the Pennsylvania Library Association (PaLA) board has decided to move the conference, beginning with the spring of 2019.

This monumental decision will require some special considerations, at least during the transition period. The 2018 conference, scheduled to take place in mid-October 2018 in Harrisburg, will have some overlap with the planning of the spring 2019 conference to take place at the Bayfront Convention Center in Erie and will involve two separate conference committees.

To prepare, we anticipate a special election to add the slot for the 2019 conference chair at the same time as our normal elections to take place this summer.

Also, with the change, chapter workshops will move from the spring to the fall in 2019, providing chapter leadership with a longer lead time for planning their workshops.

Stay tuned for more information as plans unfold!

Kimberly Snyder Wise is the Education and Finance manager for PaLA.
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Welcome to a New Year

BY CARRIE TURNER

Greetings! I am so excited to begin my term as the Pennsylvania Library Association president. There is a lot of work to do but we have a great leadership team in place. As a member, you are invited to lend your talents to a number of initiatives designed to advance libraries and library workers. Like any new year, 2017 will be one for challenges and opportunities.

Our focus in the upcoming year will be membership. Membership matters. A recent survey asked members to indicate their interest in volunteering with PaLA. We need you, we appreciate you, and we will find a meaningful role for you in our professional association.

I began my career in a small, rural public library. It was a lonely place when I had to solve a personnel issue, write a grant, or work on the budget. I found fellowship through my participation in PaLA and the generosity of my colleagues helped me through many difficult situations.

We are definitely stronger together.

Change can be difficult even for change agents. PaLA just ended a year of many changes. Most significantly, we welcomed two new association leaders: Christi Buker and Brandi Hunter-Davenport and said goodbye, with appreciation, to Glenn Miller and Kathy Silks. In the end, I believe we are well positioned to succeed and meet ambitious goals.

Membership Matters!

BY MELISSA ROWSE

The Membership Committee of the Pennsylvania Library Association is pleased to announce 2017’s theme: Membership Matters.

We will be conducting a membership campaign starting March 15 and running through June 15. During the campaign, new members will receive half off their membership dues.

We have set an audacious goal of growing our membership by 15 percent. Why? Because we recognize the benefits of PaLA and want to share that information with all of our Pennsylvania friends. We also know increasing membership is vital to the ongoing health of our association.

Many of you are already members and are probably pondering how you can help. Here are some suggestions:

• Share your enthusiasm and love of the profession and the association with your colleagues. Research shows that all it takes is for one person to ask them to join. Call someone today and invite them to your next chapter event.
• Reach out on social media. Facebook is great at spreading the word. Like us on Facebook. Better yet, comment. Since Facebook feeds are based on algorithms, the more engagement, the more likely someone will see PaLA’s post.
• Consider being a mentor. The 2016 PaLA Academy of Leadership Studies (PALS) group is seeking mentors to provide guidance and advice to those new to the profession.
• Share your story through our Membership Moments. One of the association’s goals is to build stronger connections and relationships. Membership Moments give us an opportunity to learn about you.
It is fairly common for non-profits to have tight budgets. On occasion, the question arises as to why a non-profit association might invest in a professional lobbyist. The simple answer is “You must be present to win” – a common requirement for many raffle prize drawings.

Now I’m not trying to equate the complexity of getting state funding as simple as a raffle prize drawing, but “being present” is a significant success factor in so many aspects of our work.

It would be almost impossible for association staff and member volunteers to be present at the numerous legislative committee meetings, hearings, and discussions that occur each year. With the assistance of the highly-respected Greenlee Partners, Bill Bova and Ben Dannels, PaLA has been present in key ways: meeting one-on-one with the members of the House Education Committee, talking to the governor’s senior policy advisor, and delivering a personal introduction and connection with the fantastic libraries and librarians across the commonwealth.

In the year ahead, we want libraries and library professionals to be “top of the mind” for all of our legislators. Whenever a legislator wants to see an effective use of state resources, we should show them all that the libraries do by:

- Promoting literacy to all ages in ALL aspects – basic, civic and social, financial, health, and information;
- Providing digital resources that allow residents with library cards use of the library 24/7 (thanks David Runyon at Harrisburg University for this aha moment!);
- Supplying free internet and computer access to patrons, thereby contributing to success in workforce development;
- Offering a welcoming community epicenter with connections to local resources;
- Having more than a physical collection by also providing access to highly-trained and educated librarians!

As members of this community, you all know just how vital you and our libraries are. More than likely, our legislators may also be aware of these vital resources. However, in times that are filled with competing interests for their attention, WE must be present to win!

Winning in 2017, whether securing additional funding or preventing cuts, is going to require all of us to be present. So how can you help? Attend local meetings of elected officials and municipalities, or get your trustees, friends, or your staff to go. You don’t need to be afraid of advocacy, or speaking, or not knowing the right statistics. Go and introduce yourself (with your full name), the library that you represent (including the city and service area), and shake their hands. Do this now and consistently – before we have specific items to ask for help. Above all else, give yourself a chance to win by being present!

I’d like to hear from you! Please drop me an email at christi@palibraries.org. We want to have multiple examples of both struggles and successes of all types of libraries and librarians across the state.

Christi Buker is the executive director of PaLA. She just re-read The Little Prince by Antoine de Saint-Exupéry for a little creative inspiration.
Welcome New Student Members

Miguel Burns  
Clarion University of PA

Meghan Busby  
University of Pittsburgh

Miriam Cady  
University of Pittsburgh

Michael Celec  
Bucks County Community College

Jaie Claxton  
University of Pittsburgh

Luke Ferdinand  
University of Pittsburgh

Cassandra Frank  
University of Pittsburgh

Elise Georgulis  
Delaware Valley University

Flory Gessner  
University of Pittsburgh

Sarah Hicks  
University of Pittsburgh

Hillary Hunter  
Clarion University of PA

Jie Jiang  
University of Pittsburgh

Amber Kennedy  
Clarion University of PA

Andrea Kulick  
Spring Brook Twp

Michele Lefler  
Brunswick County Schools

Michelle Reale  
Arcadia University

Sheryl Simon  
University of Pittsburgh

Yes, I drink coffee every morning. Earlier this year, I started a “Coffee with Christi” series. These are informal conference calls with chapter leaders, about every other month. There are no set agendas, no formal minutes. It’s simply a chance to talk with peers about what your chapter is working on, challenges and successes, and ask questions of each other and HQ.

Why is there more than one conference call/meeting? Well, these are voluntary and scheduled for a total of 30 minutes. In membership organizations, we sometimes overlook the obvious benefit of conversation in favor of formal presentations, reports, or professional development credit hours. Yet, I have often found that informal conversations generate an abundance of positive benefits.

From new ideas to encouragement to shared resources, our peers are invaluable!

Our inaugural call touched on some of the social events that different chapters held and were planning. One participant later indicated she hung up the phone with three ideas to share with her chapter. Regardless of whether your chapter is working on social events right now, you have a connection and resource to email or call for further information. By starting conversations, and connecting in real time, we are strengthening our programs and our own professional relationships.

How awesome is that!

Whether it is coffee, tea, or water, “Coffee with Christi” calls are a way to set aside a little time for energizing and helping each other! So grab a cup of coffee and let’s talk!

You can reach Christi Buker, the executive director of PaLA, at christi@palibraries.org or 717-766-7663. Members are always encouraged to email or call!
I have been sitting at the Pennsylvania Library Association command central desk for 15 years.

During that time, I have stiff-armed sales people, encouraged ideas, solicited *Bulletin* articles, troubleshooting computer glitches, listened to website problems, edited materials, coordinated meetings, and, of course, ordered those fabulous lunches!

While I was busy with those tasks and more, I became a better person. Working with hundreds of volunteers showed me the value of service. Helping a member navigate our website event registration form honed my technical skills. Meeting new members at the annual conference pushed me to overcome my shyness. Coordinating each *Bulletin* newsletter improved my editing skills. Watching the annual conference take shape each year strengthened my planning skills. So many ways in which I received benefits from this association.

Supporting librarians in literacy, technology, and service was my dream job and I am sad to leave just as the future of PaLA seems so promising. Working for so many years with Kim Snyder, Kathy Silks, and Glenn Miller was a special experience that I will always treasure. Christi Buken and Brandi Hunter-Davenport may be the new kids on the block, but I know they are a powerful team and I was lucky to be a small part of the renewed, renovated, and refreshed Pennsylvania Library Association.

My husband and I are moving to Georgia to live near my daughter and her family. A window may be closing on this chapter in my life, but I know that I can always look back through that window to see dedicated Pennsylvania librarians navigate the future.

Ellen M. Wharton is PaLA’s administrative assistant. She is reading *The Chosen* by Chaim Potok.
If someone asked you to succinctly describe your library what message would you convey?

Would you talk about the shelves of books, the people, the computers used to find an array of information? Maybe you’d talk about the nook where you can find visitors reading for hours?

If one of your patrons was asked to describe your library, what do you think he or she would say? Maybe they’d talk about the librarian who was extremely helpful in connecting them with the book they’d been hoping to read for months. Maybe they’d talk about the financial literacy program they attended and tell you how that program allowed them to lay the blueprint for their home business. Maybe they’d tell you about the recipe exchange they participated in and how they wowed their family with new favorites during the holiday season.

Regardless of who’s telling the story or what the library means to you – as the librarian or to another individual as a visiting patron – you each entered the library’s doors and left changed, probably for the better. You use the space. You live in the space and from time spent, there’s a story to tell. How are you going to connect others to this space, to this library, to your library? How are you going to weave your library’s story?

Every one of us in the library world understands the real value libraries bring to our communities. These community centers help to create a more informed citizenry, which is a direct benefit to the communities in which these individuals reside. When the community thrives, there is a ripple effect that you see in a larger picture. That larger picture speaks to the economic vitality of the state, to business and growth opportunity, to the attraction and retention of talent. This space, this library, is a part of this dialogue in more ways than one may realize.

It is up to each of us to help to paint that picture for our local elected officials, our parent-teacher organizations, our rotary clubs, our churches, our local business chains, our financial institutions, our government officials. Use PA Forward to frame your story.

PA Forward is bigger than me and it is bigger than the association. PA Forward is each of you. It encompasses your efforts to build capacity and to aid your communities. Use this initiative and the five literacies – Basic, Information, Civic and Social, Health, and Financial – to help you connect with even more in your areas, to help people get the value of our libraries and what all they bring to the table. Our communities are nothing without our libraries. Use PA Forward to continue standing in and expanding your space. Use it to tell your stories.

Brandi Hunter-Davenport is the PA Forward project manager with PaLA. She just finished watching the first season of the Queen Sugar series on OWN. She is now looking forward to reading the book of the same title on which the television series is based.
Diversity and Inclusion in Academic and Research Libraries
A Diversity Resident Librarian’s Perspective

BY ALIA GANT

Introduction
On November 21, 2016, the OCLC Distinguished Seminar Series hosted Trevor Dawes, vice provost for Libraries and Museums and May Morris University librarian at the University of Delaware. Dawes presented “Welcome to the Library: Success of Diversity and Inclusion Initiatives”.

As I watched this piece, I could not help but ponder my own experiences as an underrepresented racial professional in libraries as a library volunteer, a student in an information studies program, a graduate assistant in a university library, and now as an employee working in an academic research library through a diversity initiative.

Diversity and inclusion initiatives have become increasingly significant in libraries across the United States. The very foundation of a library, a collection of different works, inherently reflects the idea of diversity. However, libraries are changing this sentiment more and more each day by not focusing solely on the materials within the library. Instead, there are more opportunities that illustrate the values of diversity and inclusion and can be seen in different avenues such as recruitment, outreach, programming, staffing, and administration.

Current State of Recruitment in Library Programs and Academic Research Libraries
A major issue facing many libraries today is a lack of diverse individuals working within the institutions. A survey published in 2012 from the American Library Association, known as the Diversity Counts survey, showed just 12 percent of “…racial and ethnic minorities working as credentialed librarians in the nation’s public, academic and school libraries” (American Library Association, 2012).

In order to mitigate this phenomenon, many libraries and library associations as well as information studies degree-seeking programs across the U.S. have created different initiatives to help with recruitment of these underrepresented individuals.

As an information studies student from an underrepresented racial community, I developed, by necessity, a knowledge base of a plethora of beneficial programs available to students from library associations. The Association of Research Libraries (ARL) is one such example. The ARL provides different programs to help diverse candidates attend library and information studies programs between the U.S. and Canada including assisting with opportunities with funding, site visits, networking, leadership symposiums, career development, and mentoring (Association of Research Libraries, n.d.). I was a recipient of one of these programs, the Initiative to Recruit a Diverse Workforce as a Diversity Scholar with the ARL. This experience solidified my commitment and passion to work in either an academic or research library.

Not only are there recruitment opportunities available at universities, but there are also diverse residency programs for entry-level librarians entering the workplace with goals to work in academic or research libraries. Currently, I serve as one of the Diversity Resident librarians at Penn State University Park campus. This is the second cohort of this position and is one of the ways the University Libraries provides the opportunity for individuals from diverse backgrounds to work as an entry-level librarian. This position allows me to rotate through different departments and is designed for me to receive in-depth training in specific areas of the library. My academic background is in international studies and working in a subject library with this topic area is of particular interest to me. I also have goals to learn more about new areas I did not explore during my graduate programming, including instruction and assessment.

Penn State University is not the only institution that provides these opportunities. In fact, many major research universities are now housing Diversity Resident librarians or residency programs. These programs typically last one to three years and give candidates the opportunity to work in various programs within the library to hone in on skills and interests that will ultimately
help them develop careers in the field (ACRL doc).

**Diversity and Inclusion Initiatives in the Penn State University Libraries**

Despite having only worked at Penn State since August, I have already learned about an array of ways in which diversity and inclusion are a part of the library. My interests are varied. I have goals to do instruction, work in a subject library, and participate in assessment initiatives. Currently, I work in the Library Learning Services department and work closely with the outreach coordinator. I would have never expected so much outreach to occur in an academic and research library; however, this experience has shown me a new facet in the library and one which is critical in today’s society.

Collaboration with different areas in the library, departments and units within the greater campus, and new programs, such as the Human Library Project, are just some of the ways that programming and outreach promote diversity and individuals from various backgrounds at Penn State.

There are other ways that Penn State University Libraries connects with diversity and inclusion. The Diversity Committee leads different programming in the institution including various events, collection building, and working on respect and civility within the University Libraries. I was very interested to join this committee to learn more about past and current initiatives and planning for the future.

The Diversity Committee is not the only committee that considers diversity and inclusion. Another example is the Library Accessibility Committee that connects patrons and staff who have interests in services to help with individuals who have disabilities.

Administratively speaking, the University Libraries are committed to diversity as well. For me, it is extremely important to know that the administrators are making this a key value not only in the mission, but strategic plan as well. The faculty, staff, patrons, and users of the library are encouraged to be civil and respectful to one another and the library is considered a safe environment which promotes cultural awareness. Knowing that the administrators support these concepts is vital and only allows these goals to connect and expand throughout the University Libraries.

**My Experiences as a Diversity Resident Librarian at Penn State University**

Though I have only started my residency program, I know that I will be able to intertwine my ideas and support for diversity and inclusion throughout my program. There is an array of ways to advocate for these ideas, something I have already experienced despite my short tenure as a member of the Library Learning Services! As I delve deeper into my rotations, these are values that I want to continue to connect with each department that I work in as well as programs on the greater Penn State campus.

I have no doubt in my mind that this residency program will positively benefit me. Not only do I get the opportunity to work in different departments, but also continue to support my passion for diversity and inclusion.

**Conclusion**

Since being in the world of librarianship, I believe that many academic and research libraries, universities that have library and information degrees, and different programs that individuals may participate in professional development are growing and becoming even more important when relating to diversity and inclusion. I hope that this trend continues and that our libraries reflect our changing demographics and the need to have a workforce that is indeed diverse and inclusive on many fronts.

For further reading about diversity and inclusion topics in librarianship, please check the following:

ALA Diversity, Literacy & Outreach Services: http://www.al.org/offices/diversity/

ARL Diversity Recruitment: http://www.arl.org/leadership-recruitment/diversity-recruitment#WFfH2orKM8


**References**


Alia Grant is a Diversity Resident librarian at Penn State. She is currently reading *Year of the Yes* by Shonda Rhimes.
Whither the elusive millennial? That is the question attendees were seeking to answer at The Future is Here! Millennials in Public and Academic Libraries, a workshop presented by SEPLA at its annual workshop on December 6, 2016.

Moderated by Nancy Dunleavy, CEO of Dunleavy and Associates (matchingmissions.com), the workshop featured three fast-paced presentations aimed at helping participants learn how to engage members of the largest generation in American history as they grow in influence in political, educational, and business spheres.

Who Are the Millennials?
Millennials are those born between 1981 and 2001. This generation sees itself as very flexible and some of the earliest millennials (born 1981-85) identify as Gen X. You may also know them as “digital natives” and “Generation Me”. Whatever name you give them, at 45 million, they are the largest living cohort and make up 70 percent of today’s workforce.

Millennial Psychological Myths and Realities
“Apathetic”, “Slacktivists”, “Selfie generation”. Saddled with negative stereotypes and labels, many millennials disavow the names associated with their generation and often feel unwelcome because of these labels.

But, as Alison Novak, Ph.D., author of Media, Millennials, and Politics: The Coming of Age of the Next Political Generation and a millennial herself, explains, libraries can welcome and attract millennials by recognizing that they are more likely to engage in civic activities than other cohorts. In fact, they volunteer more than other generations. Libraries can tap into this by providing interesting volunteer opportunities for them. Because millennials like to engage in local groups and don’t feel welcome in traditional spaces, libraries can provide spaces for them where they can gather to meet or form their own civic or political structures.

Novak also noted that millennials are great supporters of CSAs (Community Supported Agriculture) and that many libraries capitalize on this by acting as distribution centers for local CSAs. While this won’t work for all libraries, it is something to consider.

When marketing to this generation, avoid using negative stereotypes (for instance, stock photography showing millennials engaged in stereotypical behavior, such as taking selfies). Nostalgia appeals to them, so look back at the popular culture of their formative years and keep that in mind for programming and social media.

Millennials as Volunteers, Donors, and Board Members
Millennials value collaboration, convenience, and efficiency, says Brittany Alba, project manager for Fundraising, Development, and Communications at Dunleavy and Associates (http://
As donors, millennials want to be inspired before they make a gift. They support causes they are passionate about. It’s up to organizations to inspire them and show them that their support can make a tangible difference on wider issues.

Make it easy for them to give by providing clear calls to action, and a mobile-friendly donation platform with clean and easy navigation and polished photographs that show what the library does (show don’t tell). Since they like to share with friends and family the causes they’re passionate about, make it easy for them to share when they’ve donated. This, in turn, can inspire others in their social networks to give.

Be clear about what you’re raising money for and how much you need. Give them a visible goal, and explain how it can benefit the library. After you’ve finished your campaign, thank your donors and include a photograph showing what you’ve done with your funds.

The end goal is to gain their trust because you are looking for long-term returns. You’re cultivating champions for your library who can fill the role of volunteers, donors, and board members.

**Re-designing Space to Appeal to Millennials**

What types of spaces do millennials want in their libraries? According to architect James Keller, co-author of Designing Space for Children and Teens in Libraries and Public Places and a leader in planning and design for libraries (http://jrkeller.com/index.html), millennials want cafés, natural light, sustainable materials, and spaces that are flexible and can be self-organized because sometimes you want to hang out in the living room, other times you work in a group or work alone. Sometimes the living room/study space extends outside, so a relationship between indoor and outdoor space is also important.

Take a look at your library space and layout and consider how you can create flexible gathering spaces using furniture and tables. Create vignettes – can a space be used as a café where millennials can bring beverages and food? Do you have communal tables where they can plug in their devices and work in a group setting? Do you have furniture they can lounge in and move around as needed? In warmer weather, can you set up an outdoor space where they can work and relax?

One easy way to freshen a space is with paint. Bold colors can attract and muted colors are perfect for work areas. Make your collections visible and accessible by using low bookshelves and keep them uncluttered.

Finally use lighting to create a warm mood.

While not all libraries have the opportunity or budget for a complete renovation, following some of these tips can help to create welcoming spaces for millennials.

**The Future of Libraries**

As the session wrapped up, moderator Nancy Dunleavy remarked that this generation is made up of individuals who are curious and want to learn. She noted that research shows that those under age 30 value libraries and think about libraries’ roles in their lives. Since the future depends on this generation, we have to work to attract them now if we want them to grow as library leaders, board members, and users.

Regina Fried is the marketing and PR specialist for the Bucks County Library System in Doylestown. She is reading This Is How You Lose Her by Junot Diaz.
We all know by now the importance of libraries having a presence on social media. We’ve been to sessions on best practices at the annual conference, gone to workshops, and read articles about the ongoing prominence social media has in society. We understand its significance. We know its worth. But are we doing it right?

Advertising and promotion have never been as difficult as they are today. We live in a world in which we are bombarded constantly by advertisements and propaganda. Libraries are caught in a unique position. We provide information on many different platforms, offer programs to all ages, and we connect people with ideas and resources. We provide an unparalleled service, but are given a limited and ever-dwindling budget.

How are libraries supposed to compete with major corporations in terms of marketing? They have the money and the resources while we are constantly expected to do more with less. And more often than not, we are good at it. We know how to use our limited resources to our advantage. We know how to stretch a low budget. So why do we have such a hard time marketing our online presence?

How are libraries supposed to compete with major corporations in terms of marketing? They have the money and the resources while we are constantly expected to do more with less. And more often than not, we are good at it. We know how to use our limited resources to our advantage. We know how to stretch a low budget. So why do we have such a hard time marketing our online presence?

Shannon Belew, in The Art of Social Selling, wrote, “The sales and marketing process has been forever changed; if you do not adapt, then your social-savvy competitors will leave you (and your sales quota) in the dust” (p. 2). We know we need social media in order to keep up with the times, but how do we utilize it?

“We need to take a realistic view on what we expect to get from social media,” Ben Bizzle, author of Start a Revolution: Stop Acting Like a Library, said in an interview. In other words, we cannot expect to start a Facebook account, gain 1,000 followers, post something, and then have it seen by all of our followers.

While Bizzle does recommend posting on Facebook twice per day, he notes that only 3–5 percent of people who “like” your page are going to see your posts. That means that if 1,000 people like your Facebook page, only about 30–50 people will see your post on their newsfeed based on current Facebook algorithms.

This leads to the discussion of Facebook advertisements. Before posting, do you ask yourself, “What’s the likelihood that the right audience will see this post?” More than likely, you’re probably only reaching the people who are already actively interacting on your page. Thus, the value of advertisements is affirmed.

Think about your own personal Facebook account. Many users believe they are the customers, but we know that’s not true. Personal users are not spending large amounts of money on Facebook advertisements. Personal pages are the products while businesses are the customers. So when you think about your library, do you want it to be a product or a customer?

Do I need to be active on all social media platforms?

Librarians often wonder whether the library should be involved in all social media platforms (e.g. Instagram, Snapchat, Pinterest, Tumblr, etc.). Your number one question should be, “Is it the most effective use of our time and resources?”

Bizzle noted that librarians often get too focused on becoming better users of social media platforms rather than focusing on the objective – promoting library services. It’s not important what the platform is, but what it can do for the library.

How can we reach our target audience?

According to Bizzle, Facebook is the way. Small libraries with limited funding for marketing would benefit most from a Facebook advertisement as it gives the library extensive exposure and the ability to target a specific audience. Facebook allows us to use minimal resource allocation in order to accomplish a goal. And, luckily for us, we are not just using a platform that makes the process easier; Facebook is the most used and best platform in terms of marketing.

In a workshop I recently attended, led by Rachel Dukeman of R&R Creative, she shared usage statistics of many commonly-used platforms. Unsurprisingly, Facebook is the most heavily used of all social media platforms with 72 percent of adult internet users per month. Facebook is a powerful platform.
users and 20 percent of the entire population; Pinterest has 31 percent of adult users and 26 percent of the entire population; and Instagram has 28 percent of adult internet users and 24 percent of the entire population.

If you are at a library with limited resources as most libraries are, it probably doesn’t make sense to be active on all social media platforms. Don’t spread your resources thin in order to be everywhere. Focus on the platforms that will be effective and give you the results you want.

According to Bizzle, Twitter is struggling to remain relevant. It doesn’t use an algorithm like Facebook to allow businesses to take advantage of the platform. Only people who are on Twitter at the time of your tweet will see it unless they look at your page directly. So how many people are you actually reaching? “It’s important to use good verbiage, imagery, and to engage people with what you’re putting up, but it’s more important to reach more people,” said Bizzle. “It’s better to use a Facebook advertisement and reach 50,000 people with an OK post versus a great post with only 50 views.”

How can I use Facebook to effectively inform patrons about the library?

First, you need a game plan. One of the biggest challenges facing libraries today is lack of awareness, said Bizzle. Our goal is always to keep the library at the front of people’s minds.

As is the practice of many businesses, Bizzle suggests posting on Facebook twice each day; post once in the morning and once in the evening. Use your morning post to tell your patrons what is happening at the library that day so they can read it while drinking their coffee. Later, after dinner when people are relaxing, use funny or heartwarming memes and posts that may not even be related to libraries in order to purely engage your patrons at an emotional level. When people react emotionally, they are more likely to share, like, or comment on your post.

This frequent interaction takes a slight advantage of the algorithm and it will be likely that more people will see your posts. “Your Facebook page should tell a light-hearted story through these images more so than to promote events and programs,” said Bizzle. “Your posts are probably not going to get people to come to the event. You want your page to be engaging and entertaining.”

Your exposure comes from the Facebook advertisements. Ads encourage people to engage the library. Create ads for a new service you may be offering or an upcoming program and note your return of investment. As a guideline, one $50 advertisement will yield 10,000 impressions. That is an extremely good return on investment when compared to newspaper and mail expenditure as you are getting a direct impact and giving the library exposure. If you’re having trouble convincing your superiors that spending money on advertisements is a good idea, remind them that libraries are always trying to create the most value from community funds. We want as many people as possible to be aware of library programs and services and Facebook advertisements help accomplish this.

If you haven’t started using social media at your library, it’s time to start. And if you are using social media but aren’t taking advantage of its many opportunities, then you may want to step it up. Keep in mind Andrew Hutchinson’s recent article, “New Study Looks at What Makes People Unfollow Brands on Social”. Hutchinson reports that Sprout Social conducted a survey of more than 1000 people to get their thoughts about different aspects of branded social media content. According to the data, the most annoying thing brands do on social media is over-promote. Other annoyances include using slang and jargon, not having personality on their accounts, trying to be funny when they’re not, and not replying to messages.

“The findings basically reinforce the playbook for content marketing – provide your audience with contextually relevant, entertaining content, along with some promotions and special offers, and they’ll be increasingly likely to buy from you,” Hutchinson stated. “The challenge, of course, lies in community understanding, in ensuring you’re delivering content that is relevant and that helps reinforce your brand.”

Professional development

For those of you seeking more information on social media use by libraries, I encourage you to seek out the many free webinars available to you. Take a look at Infopeople (https://infopeople.org/training/view/online), Library Journal (http://lj.libraryjournal.com/webcasts/#_), TechSoup (http://www.techsoup.org/community/events-webinars), and WebJunction (https://www.webjunction.org/events/webjunction.html).

Inspiration for social media posts may come from joining Facebook groups such as ALA Think Tank, Libraries & Social Media, Library Marketing and Outreach, Storytime Underground, or Teen Services Underground.

Also consider following publishing houses or bookstores on social media to find content to share on your library’s Facebook page. There are so many options out there so try something new and get online!

References


Michelle Georgetti is the adult services librarian at the Valley Community Library in Peckville. She is reading Small Great Things by Jodi Picoult.
PaLA Awards Committee Seeks Nominations

DEADLINE: AUGUST 1, 2017

I nominate ________________________________________________________ for the ____________________________________________Award, to be presented by the Pennsylvania Library Association in 2017.

I am making this nomination because of the following (attach additional sheets):
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Professional and biographical information (attach additional sheets):
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

My nominee can be reached at:
Address ___________________________________________________________________
City, State, ZIP _____________________________________________________________
Telephone _________________________________________________________________
Fax _______________________________________________________________________
E-mail ____________________________________________________________________

Nominated by:
Name _____________________________________________________________________
Address ___________________________________________________________________
City, State, ZIP _____________________________________________________________
Telephone _________________________________________________________________
Fax _______________________________________________________________________
Email _____________________________________________________________________

Please send your nominations to:
Janis Stubbs, Awards Chair
Delaware County Library System
340 N. Middletown Rd., Fair Acres, Bldg. 19
Media, PA 1906

Online submissions are preferred.
Like many other public libraries, the Pennsylvania Room, a branch of the Centre County Library and Historical Museum, is located in a historic home. The Miles-Humes House in Bellefonte was built between 1814 and 1815 and was a residential home for 120 years before it was donated to Centre County for the formation of its first library and museum.

In October 2016, Centre County Library partnered with Spring Hill Paranormal Investigators (SHPI) to coordinate a fundraiser that would capitalize on the building’s history: a hands-on paranormal investigation for the public.

On the night of the event, pre-registered participants arrived and received a crash course in paranormal exploration from SHPI before breaking into groups to investigate the historic building.

Of the many participants, only two were regular users of Centre County Library. Through the fundraiser, we engaged with a variety of non-library users who are now interested in library programming in our system.

The fundraiser also raised much-needed funds for the Pennsylvania Room, and 100 percent of the proceeds came to the library thanks to the generosity of SHPI.

After the investigation, SHPI conducted a “reveal” with library staff before presenting their findings to investigation participants a few weeks later. While nothing worrisome was found during the course of the evening, enough interest was generated to schedule another investigation, which will take place in February 2017.

Robbin Zirkle is an information services librarian with the Centre County Library and Historical Museum. She is reading Echo by Pam Muñoz Ryan and Homegoing by Yaa Gyasi.
A few years ago library systems around the country began to promote the idea of library “outposts” or, in the case of the Free Library of Philadelphia, “Hot Spots”. These flexible mini-libraries found a home in urban centers across the country. Reaching outside the traditional brick and mortar, they were able to adapt spaces to bring fundamental library services to the neighborhood level and serve as a gateway to their main operations. These spaces were, and still are, transformable and user-friendly.

I’m excited to say that York County Libraries is embarking on an outpost of our own. Martin Library is a branch of the York County Library System located in the City of York. While our library greets 40,000 visitors per month, we find ourselves unable to reach the high-need population of the Salem Square neighborhood.

When a former nuisance bar in Salem Square, the site of gang violence and drug deals, was closed down by the city, Martin Library was able to step in to help. With the assistance of local investors and the help of community agencies we plan on opening a library in this location in April.

Plans for the library include book delivery, bilingual story time, after school STEM education, and workforce development programs. The library will be open 20 hours per week and will be staffed with individuals hired from within the Salem Square neighborhood.

In order to adhere to our goal of being responsive to community needs, we plan to host citizen panels for regular check-ups to ensure our programs are useful and relevant. To engage the community even further, we’re holding a contest with the local elementary school so they can help decide on the name of their library.

I’ve always been inspired by how innovative librarians can be. What makes this project even more inspiring is the collaboration between city agencies, private donors, the business community, foundations, the library, and a passionate group of city residents. These partnerships are allowing our city to take a location once marred by violence and crime and transform it into a community resource. I’m proud to play a small part in this project and am eager to help it succeed.

Laura O’Grady is the director of development for York County Libraries. She is the chair of the Youth Services Division of PaLA, and a member of the PA Forward Financial Literacy Committee. Laura is currently reading All the Missing Girls by Megan Miranda and listening to You’ll Grow Out of It by Jessi Klein.
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# Administrative Directory

Updated January 13, 2017

## Officers

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<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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<tr>
<td>President</td>
<td>Carrie Turner</td>
<td>Cheltenham Township Library System</td>
</tr>
<tr>
<td>1st Vice President</td>
<td>Tina Hertel</td>
<td>Muhlenberg College</td>
</tr>
<tr>
<td>2nd VP/Conference Chair</td>
<td>Dana Farabaugh</td>
<td>Westmoreland County Federated Library</td>
</tr>
<tr>
<td>3rd VP/Membership Chair</td>
<td>Melissa Rowse</td>
<td>Degestein Library</td>
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<tr>
<td>Treasurer</td>
<td>Alison Gregory</td>
<td>Lycoming College Library</td>
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<tr>
<td>ALA Councilor</td>
<td>Rob Lesher</td>
<td>Dauphin County Library System</td>
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<tr>
<td>Past President</td>
<td>Jennifer Stocker</td>
<td>Easton Area Public Library</td>
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## Directors-at-Large

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Dana Barber</td>
<td>Margaret R. Grundy Memorial Library</td>
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<tr>
<td>Elizabeth Davis</td>
<td>Scranton Public Library</td>
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<tr>
<td>Jennifer Knisely</td>
<td>Altoona Area Public Library</td>
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<tr>
<td>Michele Legate</td>
<td>NE Library District</td>
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<tr>
<td>Tom Reinsfelder</td>
<td>Penn State Mont Alto Campus</td>
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<td>Leslie Swope</td>
<td>St. Marys Public Library</td>
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## Chapter Chairs

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<tr>
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<td>Jennifer Knisely</td>
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<td>Lehigh Valley</td>
<td>Jim Gilbert</td>
<td>Whitehall Township Library</td>
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<td>Northeast</td>
<td>Martina Soden</td>
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<td>Northwest</td>
<td>Jessica Lasher</td>
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<td>South Central</td>
<td>Diane Porterfield</td>
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<td>Southeast</td>
<td>Chris Snyder</td>
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<td>Southwest</td>
<td>Barb Zaborowski</td>
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<td>West Branch</td>
<td>Courtney Paddick</td>
<td>Bucknell University</td>
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<tr>
<td>College &amp; Research</td>
<td>Leslie Christianson</td>
<td>Marywood University</td>
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<tr>
<td>Public Library</td>
<td>Sarah Fetzer</td>
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<td>Special Librarians</td>
<td>Helen Hohman</td>
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<tr>
<td>Trustee</td>
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<tr>
<td>Youth Services</td>
<td>Laura O’Grady</td>
<td>York County Libraries</td>
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## COMMITTEE CHAIRS

### ARCHIVES & HISTORY
- **Christy Fic**, Co-Chair  
  Shippensburg University
- **Janet Bowen**, Co-Chair  
  New Cumberland Public Library

### AWARDS
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  Delaware County Library System

### BULLETIN EDITOR
- **Beth Schetroma**  
  OCLC

### CONFERENCE EVALUATION
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  Greene County Library
- **Elizabeth Davis**, Co-Chair  
  Scranton Public Library

### EX LIBRIS SOCIETY
- **Ivy Bayard**, Co-Chair  
  Scranton Public Library
- **Jack Sulzer**, Co-Chair

### FINANCE
- **Carrie Turner**  
  Cheltenham Township Library System

### INTELLECTUAL FREEDOM
- **Marycatherine McGarvey**  
  Free Library of Springfield Township

### LEGISLATIVE INFORMATION
- **Tina Hertel**  
  Muhlenberg College

### NOMINATIONS & ELECTIONS
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  James V. Brown Library

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  Scranton Public Library
- **Sandy Longo**, Co-Chair  
  Abington Community Library

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  Martin Library
- **Mary Garm**, Co-Chair  
  Lackawanna County Library System

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- **Amy Krize Suveg**, Co-Chair  
  Chester County Library
- **Ann Pearson**, Co-Chair  
  Free Library of Philadelphia

### WEBSITE
- **Carolyn Blatchley**  
  Cumberland County Library System

## ROUND TABLE CHAIRS

### BUILDINGS, EQUIPMENT & FURNISHINGS
- **Rick Miller**  
  Osterhout Free Library

### DIGITAL RESOURCES
- **Brian Fulton**  
  Scranton Times Tribune

### LIBRARY ADMINISTRATION & MANAGEMENT
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### LIBRARY SUPPORT STAFF
- **Vacant**

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  Lower Merion Library System

### RURAL & SMALL LIBRARIES
- **Cindy DeLuca**  
  Barrett Paradise Friendly Library

### TEACHING, LEARNING & INSTRUCTION
- **Carrie Bishop**  
  Indiana University of PA

### TECHNICAL SERVICES
- **Stephen Sarazin**  
  Aston Public Library

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  Free Library of Philadelphia

### WEBSITE
- **Carolyn Blatchley**  
  Cumberland County Library System

---

**PaLA HEADQUARTERS**

### EXECUTIVE DIRECTOR
- **Christi Buker**

### EDUCATION & FINANCE MANAGER
- **Kim Snyder**

### PA FORWARD PROJECT MANAGER
- **Brandi Hunter-Davenport**

### ADMINISTRATIVE ASSISTANT
- **Ellen Wharton**
### CALENDAR

**JANUARY**

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