

The TLA Newsletter

WINTER 2009

WWW.TNLA.ORG

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Coming Soon!
Watch your mailbox for TLA election ballots if you renewed your membership by 1/31/09.

Nominees Announced for Election to TLA Executive Committee

TLA Vice-President / President-Elect

- Susan Earl
- Louis Morgan

Recording Secretary

- Valarie Adams
- James Staub

ALA Councilor

- Marie Jones
- Kevin Reynolds

SELA Rep

- Sue Alexander
- Sue Knoche

Minutes from TLA Board Meetings Available Online

Please remember that minutes from past TLA Board meetings are now available online at www.tnla.org. Please see "About TLA."

2009 TLA Conference to be Held April 8 - 10 in Nashville

The theme for this year's conference speaks to the organization's long-held mission of service. TLA 2009 looks at the ways the library has served as the great equalizer within the community, school system and academe as well as its future in providing innovation, enrichment, and learning. Pre-conferences will focus on student learning, marketing, safety, and training. Opportunities to network, continue your education, and tour Music City await your registration!

For more information or to register online, visit www.tnla.org.

—Amy Arnold
TLA Newsletter Editor



Changes to By-Laws Placed on TLA Election Ballot

From time to time, it becomes important to review our By-Laws and make changes as are appropriate. The By-Laws review has fallen on this committee's watch and with this in mind, we have placed eleven By-Laws changes on the next ballot to be voted on by the Association membership.

Members with questions or comments about these changes should contact the By-Laws Committee co-chairs, Marion Bryant marion.bryant@state.tn.us or Cathy Farley wcpldirector@frontiernet.net

—Cathy Farley
By-Laws Committee Co-Chair

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President's Point of View

Times are tough for all—including our legislators. They have to balance the budget knowing it's not enough to serve the citizens and meet all of their needs. We have the opportunity to thank them for all they do and to let them know how much library services provide cost-effective means to close the gap between citizenry need

and access to services. Libraries all across the state give computer access for job applications, unemployment applications, skill development, and a whole host of myriad services making Tennessee a great place to work and live. We have the opportunity to help legislators understand the value of the dollars spent on libraries. Help them

make the case for adequate local, state and federal funding. You have the stories to tell.

Thanks for all you do!

—Sue Szostak
TLA President

Continuing Education Opportunities in February and March

Please join us at the **2009 Summer Reading Workshops** for Tennessee Librarians. This year's theme is "Be Creative @ Your Library" and these workshops will feature free and low cost programs, displays, and book ideas among other things. For more information about this workshop, contact Lindsey Wesson (Lindsey.wesson@tn.gov). Registration forms are available at www.tnla.org/calendar.cfm. Click on the individual workshop to find the link to the form.

- East Tennessee: February 24th from 9:00 a.m. to 3:00 p.m. at Blount County Public Library, 508 N. Cusick Street, Maryville, TN 37804
- Middle Tennessee: February 26th from 9:00 a.m. to 3:00 p.m. at Montgomery Bell State Park, 1020 Jackson Hill Road, Burns, TN 37029
- West Tennessee: March 5th from 9:00 a.m. to 3:00 p.m. at Memphis Public Library, 3030 Poplar Avenue, Memphis, TN 38111

There will be a meeting of the **TLA Electronic Resources Roundtable** at MTSU's Walker Library on March 4, 2009 from 10:00 a.m. to 3:00 p.m. The meeting agenda will revolve around ways to improve consortial purchasing throughout the state.

Representative from TENN-SHARE, TEL, SOLINET, UT Libraries, TBR Libraries and other Tennessee Libraries will attend. Refreshments and a box lunch will be provided courtesy of TLA. Please RSVP to Gwen Williams (gwilliams@mtsu.edu) by February 18th. Include your name, affiliation, email and phone when you RSVP. Attendance will be limited to 60.

Online Webinar: Technology Services to Children (WebJunction and MaintainIT). Embracing an attitude of discovery is one of the keys to 'keeping up' with technology and kids. You might not know the most popular virtual world at the moment or what kids are really doing when they get online. Through this webinar you will learn tips to get started discovering what is online for kids, and learn what other libraries are doing to keep kids safe and information literate through technology. Then you'll be on the road to helping guide them through their lifelong journey. February 17th, 2009 (1:00 - 1:30 p.m. Central). For more information, please visit <http://tnla.org/displaycommon.cfm?an=1&subarticlenbr=227> and click on the heading.

—Amy Arnold
TLA Newsletter Editor

Summer Reading Workshops

February 24, 2009

9:00 a.m. – 3:00 p.m.

Blount County Public Library

February 26, 2009

9:00 a.m. – 3:00 p.m.

Montgomery Bell
State Park

March 5, 2009

9:00 a.m. – 3:00 p.m.

Memphis Public Library

Electronic Resources Roundtable Meeting

March 4, 2009

10:00 a.m. – 3:00 p.m.

MTSU's Walker Library

RSVP to Gwen Williams

(gwilliams@mtsu.edu)

by February 18

Online Webinar: Technology Services to Children (WebJunction and MaintainIT)

February 17, 2009

1:00 p.m. – 1:30 p.m. CST

www.tnla.org

ALA Councilor's Report: ALA Focuses on Advocacy

One of the most significant new initiatives from the American Library Association (ALA) is the Advocacy University. The Advocacy University consists of a collection of resources, tools, and courses that, together, enable library advocates to effectively and successfully advocate for libraries at the local level and beyond. Attending the Advocacy University is quite simple—and free! Simply point your browser to <http://www.ala.org/advocacyuniversity> and begin to make use of the resources. Presently, there are two main components to the Advocacy University: the *Tough Economy Toolkit* and *Add It Up: Libraries Make the Difference in Youth Education and Development*.

The *Tough Economy Toolkit* contains information on how to work with decision-makers, ways to work with the media, and talking points to help libraries articulate the role of libraries in times of economic downturn. Talking points on the economic value of libraries, with return-on-investment examples; on libraries and the economy; and on upswings in library



usage are included. Recent media coverage of libraries is also featured, and, in addition, users are invited to share their stories of how they have successfully advocated.

Add It Up: Libraries Make the Difference in Youth Education and Development was created by the new Office for Library Advocacy, in partnership with the Office for Research and Statistics. It is designed to provide library advocates with research, statistics, and talking points to make the case for the library's impact on youth education and development. Data for the resource was collected from the myriad of existing reports both inside the library context and outside; then translated into digestible and user-friendly terms. The site will be

updated with new data as it becomes available.

Finally, visiting the "Advocacy" portion of the ALA website <http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyinstitute/index.cfm> reveals a plethora of resources. Once there, visitors will find information about the Institutes as well as federal, state and local efforts. Additionally, there are links to the Legislative Action Center, tools for advocacy, and public awareness.

In sum, ALA has done an outstanding job in providing advocates with the necessary tools, training and resources to help our libraries gain the support they need during these tough economic times. We in Tennessee need to take advantage of these resources and work together to insure our voices are heard.

—Kevin Reynolds
with some material drawn from
ALA Executive Director Keith Michael Fiels'
January 20, 2009, report to ALA Council.

TLA Website Features ALA's CapWiz Resource for Library Advocacy

Want to advocate for Tennessee Libraries? CapWiz readily makes available names of elected officials specific to your district as well as action alerts affecting libraries and media contacts. How do you use it? Visit the website www.tnla.org and click on Advocacy/Legislation from the left menu, then slide your mouse to CapWiz/TN. From there, you will see a menu bar with the choices: Elected Officials, Issues, Election and Media. The Home page will feature alerts affecting libraries within Tennessee.

When you choose Elected Officials, your state representatives will be

brought by using a zip code and/or address search. You will have access to the governor's, state senators', as well as state representatives' contact information. Other directories are available such as the U.S. Supreme Court, Tennessee State Legislative Directory, and all state committees. If you choose Issues from the menu, alerts are shown for legislation that affects libraries at the state and federal levels. You can explore Key Votes, search for Current Legislation and receive pointers on how to effectively communicate with Tennessee Legislators.

This wonderful tool allows librarians to lobby for better funding and services. It also assists patrons in identifying candidates and contacting their elected representatives. The American Library Association funds access to CapWiz for all state chapters who wish to participate. Capital Advantage publishes CapWiz*XC and offers free online training via webex [sic]. For more information on training, visit <http://capitoladvantage.com/products/capwiz/training/>.

—Amy Arnold
TLA Newsletter Editor

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TLA Publications Advisory Board and Staff Invite Ideas

At this year's conference, the Publications Advisory Board and Publications Staff will describe recent makeovers and developments for the website, TLAN, TL, TLA-L, and other publications. They would like members' reactions and ideas for future changes. Take advantage of this opportunity to get to know the people who shape some of your major member benefits. Marie Jones of East Tennessee State University, Annelle Huggins of the University of Memphis, Amy Arnold of East Tennessee State University, David Ratledge of the University of Tennessee Knoxville, and Martha Earl of UT Preston Medical Library will present.

—Amy Arnold
TLA Newsletter Editor

SAVE THE DATE!



Great Customer Service Creates Advocates
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2009 Tennessee Library Legislative Day

TENNESSEE LIBRARY LEGISLATIVE DAY
Tuesday, March 3, 2009
Nashville Public Library Conference Center
Registration & Continental Breakfast begins at 9:30
Special Speaker Judith Gibbons at 9:50
Luncheon at Nashville Doubletree
Noon – 1:00 p.m.