Highlights from Tennessee Library Snapshot Day, Held October 7 in Libraries across the State

*Left:* Nakita Harwell utilizes the genealogy resources in the West Tennessee Heritage Study Center, University of Tennessee-Martin Paul Meek Library. *Right:* Young patrons enjoy the children’s library at the Cannon County Library in Woodbury.

*Left:* The Library Mail Art Show at the Waggoner Library, Trevecca Nazarene University, Nashville. *Right:* Students in the library at The Webb School, Bell Buckle.

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Tennessee Library Legislative Day to be Held January 26, 2011

The Tennessee Library Association is working with partners from Friends of Tennessee Libraries, the Tennessee Association of School Librarians, and Tenn-Share to plan the next Tennessee Library Legislative Day, which will be held on January 26, 2011, in Nashville.

This year’s Legislative Day will take place at Nashville Public Library and the Doubletree Inn Downtown and will provide an increased emphasis on advocate training and legislative office visits. Mark your calendars and plan to attend.

—Jason Vance
James E. Walker Library
Middle Tennessee State University

Danke! Merci! Gracias! Barkal! Danyavad!

December 2, 2010 marks Annelle Huggins’ 10 year anniversary as the Executive Director of our association. She has served TLA with an extraordinary use of her time and heart. Libraries and librarians across the state have benefitted from her leadership. She has worked as a professional librarian for forty years and is currently the Associate Dean of Librarians at the University of Memphis. Thank you, Annelle!

—Amy Arnold
TLA Newsletter Editor

President’s Point of View: Advocacy: What We Do

As defined by the Merriam-Webster’s Collegiate Dictionary, advocacy is “the act or process of advocating or supporting a cause or proposal.” Each one of us serves as advocates each time we present to groups, conduct programs, teach classes, create displays, give tours, or answer questions. This Fall Tennessee Libraries participated in “TN Snapshot Day” when photos were taken of what we do daily as well as surveys taken from patrons on what they perceive is their library. The Public Relations Committee will compile all the good work completed on that day. I look forward to seeing the final product at Legislative Day.

Legislative Day 2011 is another time we all gather together with our stakeholders to once more tell our story and what a story to tell! We provide service to thousands of Tennesseans with diligence, determination, creativity, and skill. The impact we make should be shouted from the rooftops, but just sitting in our legislators’ offices will do the trick. It feels good to know we are supported by our Friends Groups and Trustees who speak up for what we do and what libraries mean to so many. Libraries impact everyone.

And for those folks who get to go to sunny San Diego during the cold month of January (burr) for ALA Mid-Winter, your charge is to go learn many new methods for spreading the word of libraries, libraries, libraries. Don’t just return with a tan, but with new ideas to share with the rest of us as we huddle around our service desks. I remember learning so much when I attended ALA Mid-Winter in 2010. It’s exciting to hear stories from around the country of how other library staff, friends, and trustees are supporting our cause: libraries. I will get to attend the National Legislative Day in May 2011. It will be an honor to represent the Tennessee Library Association when meeting with legislators in Washington, DC.

Whether special days set aside or routine days we spend, each day is a day for advocacy. I join you in that celebration of libraries.

—Susan Earl
TLA President
San Diego, CA will host the ALA Midwinter Meeting, January 7-11, 2011 and I will be in attendance. There has been a tremendous amount of activity in ALA this quarter. I encourage you to read the weekly American Libraries Direct (americanlibrariesmagazine.org/al-direct) email newsletters, or to review news releases on the ALA website: www.ala.org/ala/newspresscenter/news/insideala/index.cfm. The following are excerpts from my formal report to the TLA board.

Outsourcing of Library Services

While not a new topic by any means, the issue of contracting out library services has been discussed in many circles in recent months. This is likely due to the fact that the economy has cities and towns looking for any way to save money, and outsourcing library services has been seen by some as a way to do that. ALA has been vocal on this issue primarily through President Roberta Stevens’ media relations. I expect ALA to be addressing the issue in other ways, also, in the coming months. In the meantime, groups like TLA are taking on this issue as well, with efforts like the statement we propose to adopt at our December board meeting and public relations (in venues where decision makers are likely to see it) about the value of locally managed libraries— as one Councilor put it, “keeping the public in public libraries.”

Equitable Access to Electronic Content Task Force

Stemming from a resolution passed at the 2010 Annual Conference, the Equitable Access to Electronic Content Task Force has been formed to examine the “challenges and potential solutions for improving electronic content access, distribution and preservation systems, and infrastructure in response to the creation and migration of materials from print to electronic access.” According to information provided to Council, the task force will work closely with ALAs Office of Information Technology Policy, to “identify relevant reports and projects that are completed, in-process or planned by ALA entities; conduct an environmental scan that includes relevant major initiatives outside of ALA; analyze and synthesize the information collected; and identify and develop recommendations for action by ALA.” The task force will submit an interim report to ALA Council at the 2011 Midwinter Meeting, and issue a final report at the 2011 Annual Conference.

Presidential Initiatives

Recently, ALA President Roberta Stevens reported on some of her initiatives. The following updates are from her report to ALA Council.

The Our Authors, Our Advocates co-chairs, Maureen Sullivan and Peggy Barber, the Committee on Library Advocacy chair, Pat Tumulty, Marci Merola, Mark Gould, Macey Merola, Leonard Kniffel, JoAnne Kempf and I met to hammer out the basic premises of the initiative. This was followed by a very productive meeting with ALAs advocacy, public information and publications staff to develop the listing of authors to be solicited for participation in Our Authors, Our Advocates, the products to be generated and the timing of their issuance. The plan is to get ten to fifteen very visible and very popular authors as advocates during my presidential year; develop high-quality PSAs that libraries everywhere can include on their websites’ home pages; produce an Our Authors, Our Advocates poster, featuring ten of them, for sale through ALA Graphics; distribute messages online (“Notable Quotes”) from the authors for library advocacy efforts; and develop relationships with famous authors that can be drawn upon when critical situations require the voices of high-profile and respected individuals. A subsequent meeting, including Maureen, Peggy, Marci, Sally Gardner Reed and her staff, and I, focused on coordinating with ALTAFF on their author advocacy effort and merging Our Authors, Our Advocates into ALTAFF’s program at the conclusion of my presidency.

On a separate track, the online toolkit “Cultivating Your Local Notables” is progressing quickly. Most of the text has been prepared and the next step is to develop the website for making available the information and strategies for enlisting local celebrities to support libraries. A proposal for financial support for the toolkit has been prepared and submitted to a potential funding source. ALA’s key staff liaison for this initiative is Marci Merola.

Frontline Fundraising, which is being chaired by Peter Pearson, is moving forward rapidly with the development of an online toolkit for libraries. Many segments have already been drafted to cover 1) developing a fundraising plan and online giving,
2) raising funds using trustees, library staff and Friends groups, 3) establishing a planned giving program, 4) developing an honor and memorial bookplate program, 5) conducting an annual fund drive, and 6) moving donors “to the next level.” Aimed at helping small and medium-sized libraries grow alternative sources of financial support, the toolkit’s preliminary version will be ready for the ALA Midwinter Meeting. In addition to Peter as its leader, task force members include Donna Bero, Brett Bonfield, Maria Carpenter, Susan Gregory, Danny Hales, Penny Hummel, Ken Kozel, Andrea Lapsley and Rodney Lippard. Marci Merola, Kim Olsen-Clark and JoAnne Kempf are ALA’s staff liaisons to the task force.

Paula Brehm-Heeger and Diane Chen are co-chairing the “Why I Need My Library” Contest targeted at developing a new generation of philanthropists. Initially, the contest’s intention was to have kids from 8 to 12 participate in the contest, but the legal requirements arising from COPA caused us to shift to the 13 to 15 and 16 to 18 age groups. The prizes are substantial: $3,000 for the first-place winners, $2,000 for the second-place winners and $1,000 for the third-place winners. However the prizes come with the stipulation that they be given to their school or local public library. The task force of “Why I Need My Library,” which will be launched at the Midwinter Meeting, includes Lana Adlawan, Gretchen Caserotti, Qi Chen, Michelle Chronister, Kelly Czarnecki, Robert Delgadillo, Jason Hyatt, Liana Juliano, Debra Kay Logan, Holly Okuhara, Monique Sendze, Ali Schilpp and Patricia Suellentrop. ALA’s staff liaisons are Marci Merola and JoAnne Kempf.

—Kevin Reynolds
ALA Councilor, Tennessee Chapter