

# THE TLA NEWSLETTER

FALL 2014

WWW.TNLA.ORG

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## Important Dates

### **December 13:**

TLA Board of Directors Meeting,  
10 AM – Noon CST

### **December/January:**

Membership renewal period

### **February/March:**

2015 TLA Election

### **February (Date TBA):**

TN Library Legislative Day  
(Nashville)

### **March 1:**

Deadline for applying for  
\$300 FOTL grants

### **March 25:**

Deadline for nominating recipients of  
FOTL Certificates of Appreciation

### **April 12-18:**

National Library Week

### **April 22:**

TLA Board of Directors Meeting,  
(location TBA, Memphis, TN)

### **April 22-24:**

TLA Annual Conference, (Hilton  
Hotel, Memphis, TN)

## Website Makeover Is More Than Skin Deep

Visitors to [tnla.org](http://tnla.org) have been greeted with an update that includes a fresh new logo and color scheme and a modernized layout. But the changes that have been made go far beyond the look of the site; they improve the way TLA interacts with its members and the way members communicate with each other in groups.

The website makeover was required because the association management software company that TLA had used for years, Affiniscape, was acquired by YourMembership.com. This meant that all of the website content and member data had to be migrated from one platform to the other. That's more than 1,500 individual pages, thousands of images and documents, and member data for about 700 people!

While Affiniscape offered a robust association management option, YourMembership offers better ways for TLA groups, like sections and roundtables, to communicate and share resources. Each group can now have its own group site with the ability to send emails to group members, create forums, share resources in file libraries, and much more.

The migration to the new platform also provides better ways to customize the options each member has when s/he logs in to the TLA website. For example, a recent bylaws change now allows institutional members to name two people as the institution's representatives. YourMembership's software streamlines the process for libraries to create and manage these types of accounts. Similarly, registrations for single events at the Annual Conference will be easier. Another new feature on the site is a place where you can submit a news item that you would like to see highlighted on the TLA website (<https://tnla.site-ym.com/?newsform>).

While the new platform offers a fantastic array of new features, getting them in place and working to the specific needs of our association is a complex and ongoing process. Thank you for your patience as we continue to make the website and member database better and more attractive.

—*Jeanine Akers*  
TLA Webmaster

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## President's Point of View

October has been a month of recognitions in the Tennessee library world. First, October is National Information Literacy Month. Our Tennessee libraries and staff are dedicated to the task of supporting our users in many different ways, especially information literacy. All across our fair state, libraries of all types teach information and financial literacy skills, nurturing readers and their love of reading, and foster the hope of creating lifelong learners. An informed citizenry is our best hope for the future of Tennessee. Thank you for all that YOU do to support

literacy efforts throughout Tennessee. Keep up the outstanding work!

Secondly, Governor Bill Haslam proclaimed a "Friends of Libraries" Week (October 19-25) in recognition of the tireless efforts and support of friends groups across the state. Our "Friends" are one of our greatest resources we have. They are stalwart advocates for us in our communities and at the state and national levels. On behalf of the Tennessee Library Association, let me extend TLA's appreciation of all that you do, "Friends!" We recognize the wonderful job you do and thank YOU for



your unwavering support!

—Susan Jennings  
TLA President

## Better Know the Membership Committee

The TLA Membership Committee is responsible for all things related to membership in our association. Our main goals are to recruit new members and to make sure our long-time members remember to renew each year. We also think about ways to make membership in TLA more valuable to existing members and attractive to potential members.

To achieve our goals, we have some tasks that we perform each year in conjunction with the membership renewal cycle. Our committee drafts a formal letter which goes out to all current members, encouraging them to renew. We try to illustrate the benefits of membership in one page and give renewing members an opportunity to fill out the Membership Involvement Form, which the TLA Vice-President has set up for the past few years to encourage members to get more involved in the leadership of the association through committee, section, and roundtable work. We also promote the membership renewal period on the TLA-L listserv

and TLA's social media outlets, in conjunction with the Public Relations Committee. We try to get creative when we can—some things we've done in the past include creating a holiday e-card that was membership-themed and creating videos touting the benefits of TLA.

The Membership Committee also tries to have a presence at our Annual Conference. We often lead sessions related to TLA membership and make ourselves available between sessions for questions from attendees. Last year, we hosted a pre-conference social in conjunction with the New Members Round Table, targeting new members, non-members, and students. We even sometimes have a presence at other associations' conferences—the Membership Committee recently sent 500 TLA paperclip balls to the TASL Conference for use in their registration bags. Anything to get folks to think about TLA is a good thing for our association!

We also consider special issues or potential programs related to mem-

bership as they occur. Some of the items we are discussing within the committee this year include:

- Continuing to examine the TLA Institutional Membership program, and how it might be improved
- Investigating a potential Ambassadors Program for TLA
- Helping launch a Support Staff Roundtable
- Reaching out to students in area library schools to let them know what TLA can do for them as they begin their professional careers

If you have any ideas, thoughts, or concerns that the Membership Committee should be aware of, please do not hesitate to contact us. We and our committee members are open to ideas of any kind!

—Karen Swoopes  
[karen.swoopes@vanderbilt.edu](mailto:karen.swoopes@vanderbilt.edu)  
Jodie Gambill  
[jodie.gambill@gmail.com](mailto:jodie.gambill@gmail.com)  
Co-chairs, TLA Membership Committee  
2014-15

## Better Know the Friends and Trustees Section

Trustees and Friends are vital to the success of a library's service to their community.

The purpose of the Trustees and Friends Section is to assist and strengthen the Tennessee Library Association in carrying out its objectives for the development and extension of libraries and library service to all people in the State of Tennessee. The Section also provides a way for the Friends of Tennessee Libraries (FOTL) and TLA to partner and support one another to recognize outstanding Friends and Trustees.

The Section hosts the Trustees/Friends Friday lunch at the TLA annual conference where we present the annual Friend of the Year award. Nominations are due by November 15th.

TLA also recognizes a trustee who has made a significant contribution to library and information services in the State of Tennessee with its annual Trustee Award (<http://www.tnla.org/?trusteeaward>).

—*Don Reynolds*  
*don.reynolds2030@gmail.com*  
*Chair, Trustees and Friends Section*

## Note from the Editor:

Please keep the  
“better know” articles  
about your committees,  
roundtables,  
and sections coming!  
Send your articles to  
Anthony H. Prince, Jr.,  
Newsletter Editor,  
at [aprince1@tnstate.edu](mailto:aprince1@tnstate.edu)

## SELA Update

On October 1-3, 2014, the Southeastern Library Association (SELA) held a joint conference with the Georgia Council of Media Organizations (COMO) in Augusta, Georgia with the theme, “Transforming Our Libraries.” Keynote speakers included Emily Gore, Digital Public Library of America; Trevor Dawes, President, Association of College and Research Libraries; and luncheon speaker, bestselling author Carolyn Haines (whose works include the Sarah Booth Delaney mystery series). Special events included a movie night showing “The Hollywood Librarian” and the Pat Carterette Memorial 5K Run/Walk starting at 5:55 a.m. along the riverwalk (which your TLA representative, Sue Knoche, participated in). The conference included

around 90 unique concurrent programs (approximately 15-20 sessions per time slot) featuring a variety of current topics, panel discussions, or electronic modalities in addition to 13 poster sessions that were well received and available to view both days of the conference. There were 57 exhibitor/vendor booths with an author's reception of wine and cheese sponsored by publishers and a breakfast sponsored by the vendors. Each year we have a very successful scholarship fund auction, and this year was no different. The SELA membership booth gave away several raffle prizes, including a one-year membership for a new member, a one-year membership for a current member, donated gift baskets, and wine. If you are not currently a member and would like

to join, the cost is only \$10 for the first year for new members only. After your first year, dues are based on a sliding scale and start on the month you join, not a calendar year. Check out the SELA website (<http://selaonline.org/>) for membership or current activities including job announcements.

The next joint conference will be the SELA/ALLA (Alabama Library Association) on April 7-10, 2015 in Point Clear, Alabama (not far from Mobile and by a beach). Some information is posted on the website at this time; however, further details will be posted as they become available.

—*Sue Knoche*  
*knoches@mail.etsu.edu*  
*TLA/SELA Representative*



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MEMPHIS TN  
PERMIT 1023

*P.O. Box 241074  
Memphis, TN  
38124-1074  
Phone: 901.485.6952*

*2014-2015 Executive Committee:*

*Susan Jennings,  
President  
susan.jennings@chattanoogaastate.edu*

*Pamela R. Dennis,  
Vice-President / President-elect  
pdennis@memphis.edu*

*Heather Lamier,  
Recording Secretary  
LamierH@brentwood-tn.org*

*Ruth Kinnersley,  
Past President  
rkinnersley@trevecca.edu*

*Annelle R. Huggins,  
Executive Director  
arhuggins1@comcast.net*



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