

# The Washington Library Association Journal

March 2011

Volume 27 | Number 1

# Alki

## Sustainability

Sustainability in Prisons .....	9
Sentiment and Sustainability .....	14
Social Media Secrets.....	19

*Inside this Issue:*



## Sustainability

By Tim Mallory

Every organization has its ups and downs. All of us in the library community have experienced more downs than ups recently. It's time now for the reappearance of ups for all of us. Sustainability is the art of having a plan that makes it through both ups and downs. WLA, being over 100 years old, has a record of sustainability, thanks to the planning of librarians long before our tenure. Having seen bad times, these leaders established reserves and invested them, so that WLA would make it through bad times in the future.

I'm nearing the end of my term as WLA President, as I will turn over the gavel to Brian Soneda at our conference this April in Yakima. Brian will be a great steward of the legacy of WLA: as part of our leadership team he has shown an in-depth knowledge of the traditions of WLA, and concerns about its sustainability.

The reason for his concerns is that during my term as president we have seen some of the bad times that those early WLA leaders planned for. While they were able to build up reserves and invest them wisely, my term has seen fiscal losses in both years, and we have used up a percentage of those reserves. I don't know that any previous leader has presided over such a dramatic decline in our financial resources.

However, we did not go into this blindly, nor did we do it without consideration. The foresight of the early leaders in building up reserves was to provide for the down times, so that WLA would not crumble or diminish in stature in economic hard times. They were planning for sustainability.

The fiscal planning committee, at my request, made a commitment to using reserves to maintain—and in some cases increase—programs and services, in the face of hard times and declining membership. We felt that members needed the support of a strong association even more in hard times than in good. We added a professional program planner, put on full conferences, and even granted membership extensions at no cost to WLA members who found themselves out of a job. We found ways to lower expenses for members, from lowering the least-expensive membership level, to discounting attendance at conference for presenters, and developing the means to hold most meetings electronically to avoid accruing travel expenses. I appreciate the support of my peers in the WLA leadership



Tim Mallory

and hope that we can now turn WLA back toward the upward swing of sustainability.

Already our membership has shown some increase from the lowest level. We still have a long way to go, and the Member Services Committee is striving to maintain that membership momentum. Along with membership, we should be increasing in participation, and part of that must be in ways that bring funds back into WLA to replenish the reserves. More workshops, and at a higher professional level, are in the offing. Come

to the conference and see, or come to stand-alone workshops. Understand that there is a cost to developing these, and that it is necessarily reflected in the fee to register for the events.

We want WLA to be worthwhile to you, and to everyone else in the Washington library community. This isn't achieved by taking the cheapest route to each goal, but by presenting the best quality possible. We have put every effort in the last two years into discovering the topics that meet your needs. We always want your participation, and your input about quality, availability, and suitability. It is from our members that we receive feedback, and the future leaders of WLA that will sustain us in the future.

This is the time, the transition between officers, when those potential new leaders are sought so that they can be included in the planning for the future of WLA. We need new voices and new ideas to keep WLA fresh. It may be you, or it may be someone you know, who is the right person for an interest group, a program planning committee, conference planning, social networking, or the next big thing we don't yet have in our plans. This is the time, and Brian Soneda is the leader who needs your input. Your future—and our future too—awaits as we all work for the sustainability of WLA. 📖

---

*Tim Mallory is Adult Services coordinator for Timberland Regional Library and president of the Washington Library Association.*

# Table of Contents

## **Alki** The Washington Library Association Journal

23607 Highway 99, Suite 2-C  
Edmonds, WA 98026  
(425) 967-0739

Email: [washla@wla.org](mailto:washla@wla.org)  
Web: [www.wla.org](http://www.wla.org)

### **ALKI Editorial Committee**

Bo Kinney, *Alki* Editor  
Sue Anderson, Committee Chair  
Samantha Becker  
Diane Cowles  
Theresa Kappus  
Tami Robinson  
Kate Skinner  
Tony Wilson

**WLA Executive Director**  
*Dana Murphy-Love*  
**WLA Assistant Director**  
*Karen Keenan*

"Alki," a Native American word meaning "bye and bye," was suggested by Nancy Pryor, Special Collections at Washington State Library, as the title for the Washington Library Association's journal. "Alki" is also the state motto, signifying a focus on the future.

*Alki* (ISSN: 8756-4173) is published three times per year in March, July and December, and mailed to over 700 WLA members and interested parties. Print subscriptions are available at \$20 per year, or \$7.50 per single issue. Contact the WLA office at the address above.

*Alki's* purpose is to communicate philosophical and substantive analyses of current and enduring issues for and about Washington libraries, personnel, and advocates, and to facilitate the exchange of research, opinion, and information.

*Direct your submission queries to:*  
Bo Kinney  
Email: [alkieditor@wla.org](mailto:alkieditor@wla.org)

*Alki* is designed by Tammy Reniche, Director of Publications for Melby Cameron & Anderson.

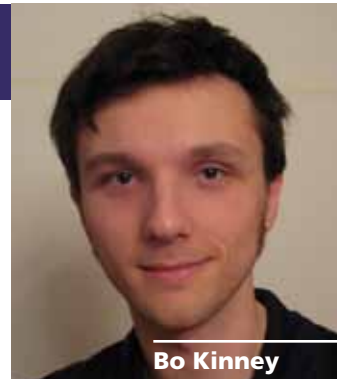
Front cover: The green roof of the Ballard branch of The Seattle Public Library. Photo © The Seattle Public Library.



<b>Up Front</b>	
Sustainability <i>By Tim Mallory</i> .....	2
<b>From the Editor</b> .....	4
<b>Sustainability</b>	
Yes, Libraries are Vital to Sustainability..... <i>By Jonathan Betz-Zall</i>	5
Sustainable Practices: Thinking Green is a Good Option for Libraries..... <i>By Tami Echavarria Robinson</i>	6
Sustainability in Prisons: Books Feed the Worms .....	9
<i>By Jill Merritt</i>	
Ballard Library and Neighborhood Service Center..... <i>Project description by Bohlin Cywinski Jackson</i>	10
Deborah Jacobs Speaks to Sustainability in a Global Context .....	12
<i>By Diane Cowles</i>	
Sustaining Community Read Programs .....	13
<i>By Carolyn Petersen</i>	
Sentiment and Sustainability in the Modern Library .....	14
<i>By Tony Wilson</i>	
<b>Articles</b>	
Opening Up to Open Source..... <i>By Josh Westbrook</i>	17
Washington Libraries Reveal Social Media Secrets .....	19
<i>By Tracy Guza</i>	
<b>Legislative Update</b>	
Federal Legislation and Washington Libraries, 2011 .....	23
<i>By Rand Simmons, Julie Miller, and Kristie Kirkpatrick</i>	
Library Legislative Day 2011..... <i>By Jennifer Wiseman</i>	23
<b>Solinus</b>	
Call for Papers .....	24
<i>By Kirsten Edwards</i>	
<b>WLA Communiqué</b>	
People and Places .....	25
In Memoriam: Dorothy Doyle, 1915–2010..... <i>By Janet Blumberg, Kristy L. Coomes, and Shirley C. Tucker</i>	26
<b>The Learning Curve</b>	
Sustaining Online Training .....	27
<i>By Kate Laughlin</i>	
<b>I'd Rather Be Reading</b>	
Letters to Three Librarians .....	30
<i>By David Wright</i>	

# From the Editor

by Bo Kinney



Bo Kinney

Sustainability is a slippery word. It's most often heard in the context of the environment: we talk of "sustainable agriculture" or "sustainable development." But in a more general sense, it suggests support or persistence of any kind. As we planned this issue, there was some concern among the editorial committee members that the ambiguity of the term could make it a difficult theme for an issue of *Alki*. However, the articles and essays herein prove otherwise: they indicate that, in libraries, ecological, financial, and political sustainability might not be all that disparate. And sustainability, in all its manifestations, is of great importance for the health of our profession and our communities.

**“ In libraries, ecological, financial, and political sustainability might not be all that disparate.”**

Two editorial committee members have finished their terms since the last issue of *Alki*, and several new members are joining us with this issue. I want to thank Erin Krake and Mike Cook for their work on the committee over the years, and to welcome our new members: Tony Wilson, Samantha Becker, Theresa Kappus, Tami Robinson, and Kate Skinner.

Jonathan Betz-Zall starts us off with a three-part framework for evaluating sustainability in libraries. Tami Robinson places the green library movement within the broader context of the history of environmental movements. And Jill Merritt shares some of the ways in which the Washington State Library is supporting the sustainability efforts of the Department of Corrections within prison libraries.

Believe it or not, we still have one vacancy on the committee—so if you or someone you know are interested in helping spread the news about Washington libraries, please contact committee chair Sue Anderson at [sanderson@ewu.edu](mailto:sanderson@ewu.edu). 📖

Taking the idea of sustainability beyond green libraries, Diane Cowles describes an interview with Deborah Jacobs, director of the Gates Foundation's Global Libraries program. Deborah shares her insight into the long-term sustainability of library programs and services. And Kate Laughlin, in her Learning Curve column, focuses on ways in which WLA is planning to make online training sustainable.

Tony Wilson's towering essay on sentiment uses the theme of sustainability to pose several challenging questions about some intellectually neglected aspects of library practice and philosophy. I encourage you to read and reflect on it, or as Tony might put it, engage it in conversation.

Sustainability is about much more than green buildings. But no look at sustainability in Washington libraries would be complete without a mention of the Ballard branch of The Seattle Public Library, which was built in 2005 to wide acclaim for its design and its sustainable features. Its green roof adorns the cover of this issue, and a description of the library's construction, with additional photos, can be found inside.

## Join WLA

The Washington Library Association includes some of the best and brightest members of the Washington library community.

We are united by our care for the well-being of Washington libraries. For more information visit our website at [wla.org](http://wla.org). Explore the site and make our business your business.

Membership information is at [wla.org/membership](http://wla.org/membership).

---

Bo Kinney is a librarian in the Special Collections department of the Seattle Public Library.



# Yes, Libraries are Vital to Sustainability

by Jonathan Betz-Zall

Do the words “sustainability” and “libraries” really belong in the same sentence? Yes, and not just because libraries encourage sharing and thereby reduce consumption of the materials that would otherwise go into publications to be sold. There’s a deeper, more philosophical set of ideas at work that, if we act consciously on them, could secure the future of libraries for which so many librarians seem to fear today.

Briefly, adapting our library operations to the intellectual pillars of sustainability will enable our institutions to survive, and us along with them.

So, what does sustainability mean? My view reflects the outlook of my other profession, environmental education: Any activity that is called sustainable must satisfy three sets of criteria: **environmental, economic, and equitable**. This is often called the “Triple Bottom Line.” For example, the website of the the environmental education initiative E3 Washington (<http://www.e3washington.org/about-e3/>) states: “**E3 Washington** integrates three systems—education, environment, and economy—and asks, ‘How can education help achieve a healthy, prosperous, and sustainable future for all?’ I propose that from now on **we evaluate all library activity on these criteria**, simultaneously.

If the profession, and particularly library governing bodies, were to adopt this proposal, how would it look and function? The Urban Libraries Council’s new report, *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities*,<sup>1</sup> details numerous examples of how libraries have formed vital partnerships with local governments, spelling out how libraries can meet the triple bottom line.

In listing partnership possibilities, the report recognizes Pierce County Library System. PCLS’s Lakewood Library is so highly valued by the city for its role as a “magnet” attracting people to the city’s new town center that the city manager said “We’re joined at the hip.”

**Economic Vitality** focuses on making cities and counties economically stronger through education, workforce development, and academic growth. The report quotes the mayor of San Antonio: “Brainpower is the new currency of success in the 21<sup>st</sup> century. And libraries are often cities’ best assets in building up the brainpower of the community so that we have folks who can handle the most technical jobs all over the globe.” Libraries can also promote financial and digital literacy through collections, services, and programming. Pierce County Library System was mentioned again for its “Tools for Tough Economic Times” program to help people find jobs and support services. Libraries can even help other institutions deliver essential services, plan sustainability goals, and stay alert to changing community needs.

---

*Jonathan Betz-Zall has worked as librarian in public, special and academic libraries since graduating from the UW GSLIS in 1976. Currently serving as reference librarian at Highline and Shoreline Community Colleges, he also teaches environmental science at Highline CC and helps to run the Community Coalition for Environmental Justice and the ecolibrarian project (<http://ecolibrarian.org>).*

**Environmental Quality** focuses on preserving and enhancing natural resources and assets. Vailey Oehlke, director of Multnomah County Library, is quoted: “Being a reliable resource on green issues is an important way to position the library as bringing value to the community and supporting environmental sustainability goals. Our educational programs about environmental sustainability convey to the community that we make a real difference in the quality of life.” Libraries, with the help of aware architects and planners, have often modeled best green building and green operations practices. It goes without saying that our collections reflect strong public interest in environmental quality. We have also offered many environmentally-focused programs and other services for many years. As children’s librarian at the Edmonds Library I established a very successful partnership with the city recreation department. We produced several programs each year, including a focus on water for the whole month of October.

**Social Equity** ensures that all residents have equal access to economic activity and are not exposed to environmental harm based on social class. On this the Urban Libraries Council report is very clear:

Public libraries model social equity every day through their role as highly accessible resources for all. Their philosophy, values, and diverse programming demonstrate a deep commitment to social equity. Even more important, the public library’s stature in the community as a welcoming, safe place is particularly valuable in supporting social equity goals. Libraries provide resources for new immigrants, newly jobless at-risk youth, and more, at no cost, with no questions asked, and no return expected.

Specifically, libraries provide easily accessible services through branches and outreach services, technology resources to address the “digital divide,” health and wellness information, and, most importantly, “a welcoming and safe place,” which is otherwise lacking in so many communities.

Other types of libraries can similarly place themselves in such central positions with similar strategies. I am currently doing so in my academic library positions, and hope that you will join me there. 📖

## Notes

<sup>1</sup> Urban Libraries Council, *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities* (Chicago: Urban Libraries Council, 2010), [http://urbanlibraries.org/associations/9851/files/0110ulc\\_sustainability\\_singlepages\\_rev.pdf](http://urbanlibraries.org/associations/9851/files/0110ulc_sustainability_singlepages_rev.pdf)

# Sustainable Practices: Thinking Green is a Good Option for Libraries

by Tami Echavarria Robinson

“Sustainable living, defined as one’s ability to live a life that makes as little negative impact on the environment as possible, is the underlying goal of ‘going green.’”<sup>1</sup> A green lifestyle respects, protects, preserves, and replenishes the earth’s resources that our society relies on for food, health, and life. “Being green is constantly evaluating the impacts of your actions, and making choices that factor in the impact on the environment, and therefore your continued ability to rely upon it to provide for your needs and assimilate your waste.”<sup>2</sup>

Although the words “green” and “sustainable” are recent terminology, thinking green isn’t new as a concept. There are some new ideas and certainly newer technology, but some of the ideas are older than many of us.

Green thinking has been growing in the public awareness for the past fifty years. The need for such deliberate thinking is a result of industrialization during the late nineteenth and twentieth centuries in the United States. Because industrialization, its products and consequences, were embraced by America for a century and a half, reexamination of its impact and consequences has prompted thinking about sustainability of the earth as we know it.

Prior to the industrialization of the twentieth<sup>th</sup> century, traditional farming practices were generally what we would regard as organic. Methods such as organic fertilizer from animal droppings rather than chemical fertilizers were used on crops. Farmers continued to practice traditional methods rather than adopt “progressive” methods of farming with newly developed chemicals. The newer progressive methods were criticized by some scientists, philosophers, and farmers as not being sustainable.<sup>3</sup> But as the industrialization of the twentieth century progressed, agricultural chemicals were incorporated into agricultural practices promising higher production. During the Dust Bowl of the 1930s farmers watched drought and swarms of locusts destroy their meager crops.

We don’t commonly associate the origins of recycling with this period of time in American history. Some of us may have had grandparents or great-grandparents that were excruciatingly frugal with all they had.

Those who lived through the Great Depression were economically so devastated that they did not have the option of buying new things. To them, thriftiness meant to reduce, reuse, rethink. They recycled clothing, repaired shoes, appliances, tools, torn clothing,



“Green thinking has been growing in the public awareness for the past fifty years.”

and anything else they had just to keep it functioning. They truly recycled. They developed a habit of living with a far smaller impact on the environment than we live with today in America.

These desperate times required measures beyond traditional farming practices. Farm machinery provided hope for farmers. Those who remembered the severity of the devastation later embraced agricultural chemicals with the promise of better living through chemistry. However, despite some economic disadvantages, a number of traditional farmers managed to stay competitive.

This was at a time when the American public embraced many ways that promised an easier life. During the 1940s and 1950s families embraced newer cleaning products, household appliances, televisions, and automobiles. After World War II the promise of American manufacturing and advertising lured a society ready for better lives and times. Much of the consequences of manufacturing and industrialization produced pollution and contamination that the public was unaware of.

During the 1960s and 1970s public awareness of ecological problems was raised. Rachel Carson published *Silent Spring* in 1962, a book that exposed dangers of agricultural chemicals and the use of synthetic insecticides. This was followed in the 1970s by energy

---

Tami Echavarria Robinson is Associate Professor and Coordinator of Instructional Services for Whitworth University Library.

Continued on next page

crises and awareness of water pollution related to fertilizer and pesticide use. New awareness was raised about non-renewable fossil fuels like gasoline and petroleum products. These provided incentives for government pesticide regulation while consumers demanded food grown without ecologically toxic chemicals.

The organic food movement was established in the public's mind.<sup>4</sup> Recycling programs also began in the U.S. during the 1960s with those who believed we were using too much of the world's resources such as trees, minerals, fuel, and water, but a market for the recycled products didn't exist and the movement dwindled.

Students at land grant colleges such as the University of California, Davis, began food co-ops to buy directly from organic farmers and avoid produce and cheese from mainstream grocery markets supplied by corporate agriculture. Classes taught students about the dire dangers from agricultural chemicals and water and air pollution. These students were taught to think about and constantly evaluate the impact of their actions on the environment. But outside land grant colleges with curriculum in these specific areas, such as environmental toxicology, these ideas did not take root among the general public. While some consumers continued to demand safer food and were willing to eat what was available seasonally from traditional farming methods, the public was happy with the availability of all kinds of food in all seasons, embracing processed foods as well as fresh. Along with chemicals used to grow food, preservatives were incorporated in mass-produced, processed food and were widely accepted by the public. But there was a portion of the public who still demanded organically grown produce and organically raised animals.

By the 1980s small farmers had been pushed to economic bankruptcy by large corporate agriculture and agricultural subsidies. Some large bankrupt farms changed to organic farming by neglect, unable to afford chemicals. They returned to traditional methods and discovered consumers who would pay a premium for their crops. In 1989, the television news magazine *60 Minutes* presented an exposé on cancer risks to children from the chemical Alar used on apples. Overnight, consumer demand for organic commodities increased. Organic farmers and their customers saw limited supply. The larger farms that transitioned to organic farming were of considerably larger scale than the organic farms that existed prior to their entry into the market. But consumer demand and limited supply provided opportunity for their addition.

“Should libraries be a part of this momentum? Many are beginning to think so.”

Their entry into the market made the organic sector more competitive with conventional agriculture. Their profitability caught the attention of other nonorganic farmers who faced bankruptcy.<sup>5</sup> Recycling also grew and took off as an industry during the late 1980s and 1990s.

Customers of organic farming and those who recycled during the 1960s, 1970s, and 1980s included people who thought in ways that we would term today as “sustainable.” Some of them were students of the 1960s and 1970s who had benefited from courses in environmental sciences and had been trained to think deliberately of the consequences of their choices. Others read books and saw TV programs that raised their awareness. As their income allowed, they were willing to pay more for what they believed in.

Today many younger Americans have joined the ranks of those who are willing to pay more for what they believe in. Many Americans are concerned with the degradation of the environment and the consequences of their own choices. Job opportunities are growing in green sectors of the economy as engineers, chemists, and biologists find ways to transition the American lifestyle to one that is more environmentally responsible. Americans continue to live a lifestyle that produces excessive waste and there is a long way to go to transition our society to sustainability. But the momentum has begun.

Should libraries be a part of this momentum? Many are beginning to think so. The Association of College and Research Libraries conference planning chair charged “a new Green Component Committee in 2007 with a mission to reduce waste and raise awareness of the environmental impact of the [2009] meeting.”<sup>6</sup> The 2009 ACRL 14<sup>th</sup> National Conference donated excess mugs, food, bags and books to charities, reduced paper, recycled, and made attendees proud to be a part of it.

Since the 1960s architecture and construction have progressed steadily toward sustainable design and operation of buildings. Recognition in the field of architecture such as the LEED (Leadership in Energy and Environmental Design) certification for green buildings attests to this priority. Many options now are available to “green” buildings ranging from new construction with sustainable design deliberately planned as a priority to operational changes that can be made in existing buildings.

Continued on page 8



While there is no “how-to” guide for evaluating facilities and operations, *How Green is Your Library?* offers a means to evaluate “greenness” of existing or planned facilities. The book familiarizes readers with methodologies and tools for evaluation and how to implement a plan.<sup>7</sup> Louise L. Schaper suggests incorporating green priorities in the mission of the library.<sup>8</sup> She suggests 10 steps to sustainable library operations. Some of these, such as aligning values with practice, deploying energy saving lights and controls, lightening energy use of technology with a power reduction strategy when the library is closed, and reducing printing, do not require building redesign or capital expenditures. Recycling programs and book scanners are other ways to incorporate green practices.

Whitworth University Library in Spokane, Washington, embraced recycling at the request of students. White paper, other paper, aluminum cans, bottles, and newspaper can all be deposited in bins provided on each floor near public printers and copiers. Students and library staff regularly use these bins. The library also provides two book scanners to library patrons so that they can scan materials onto flash drives instead of using photocopiers. The book scanners are user-friendly with step-by-step instructions on the screen. One scanner resides in the photocopier area while the other resides in the reference area for convenience. Many students prefer to work from electronic documents rather than paper copies. As a result the book scanners are very popular.

Kathryn Miller suggests another important role for public libraries. She calls it environmental literacy, “the ability to recognize that one’s choices impact the environment; to identify the most sustainable solution [to] a problem; and to be able to act in the most environmentally friendly way on that solution.”<sup>9</sup> She considers the public library’s role to be “a community example of environmentally friendly practices.”<sup>10</sup> The library’s role is to educate the public about sustainability and green thinking so as to raise public awareness. This role is performed not only by providing reading materials and other media, but also through programs and by being an example of an environment that practices green values.

As libraries are an integral part of American society, so our role

includes not only educating the public but also being an example of societal priorities that represent our values. Green thinking is part of a mindset of thinking about sustainability that is being embraced by more and more Americans today. As our society transitions to more environmentally responsible ways of living, libraries should also be part of the transition. We lead most effectively by example and our priorities and values. We educate not only through our collections but through the examples of our lives and the environment we offer our patrons. 📖

#### Notes

- <sup>1</sup> Kathryn Miller, *Public Libraries Going Green*, (Chicago: American Library Association, 2010), vii.
- <sup>2</sup> Sam McBane Mulford and Ned A. Himmel, *How Green is My Library?*, (Santa Barbara, CA: Libraries Unlimited, 2010), 3.
- <sup>3</sup> Brian Baker, “Brief History of Organic Farming and the National Organic Program.” *Organic Farming Compliance Handbook: A Resource Guide for Western Region Agricultural Professionals*, ed. Brian Baker et al. (Western Region USDA SARE Program, 2005), 1, <http://www.sarep.ucdavis.edu/organic/complianceguide/>.
- <sup>4</sup> Ibid.
- <sup>5</sup> Ibid.
- <sup>6</sup> Karen Munro, “Going Green,” *College & Research Libraries News* 70 (2009): 331.
- <sup>7</sup> Mulford and Himmel, *How Green*, xi–xix.
- <sup>8</sup> Louise L. Schaper, “Let ‘Green’ Creep: Ten Steps to Sustainable Library Operations,” *Library by Design* supplement of *Library Journal* (Spring 2010):6–9.
- <sup>9</sup> Kathryn Miller, “Environmental Library and Green Volunteer Opportunities for your Community,” *Public Libraries Online*. (n.d.), [http://www.publiclibrariesonline.org/exclusives/going\\_green/environmental-literacy-and-green-volunteer-opportunities-your-community](http://www.publiclibrariesonline.org/exclusives/going_green/environmental-literacy-and-green-volunteer-opportunities-your-community).
- <sup>10</sup> Miller, *Public Libraries Going Green*, 1.

# Sustainability in Prisons: **Books Feed the Worms**

by Jill Merritt

Hundreds of people with time on their hands, controlled access, restricted areas, and a need for resources provide everything needed for sustainability projects. Where am I talking about? Prisons! They provide a great opportunity to go green. In Washington State the Department of Corrections (DOC) has partnered with other agencies and organizations to better provide for not only the inmates, but also the communities that house the prisons. Each prison has extensive gardens that are maintained by inmates, excess food being shipped to local food banks. Recycling programs, including large-capacity sorting facilities, can be found at larger institutions, which reduce a large amount of waste sent into community landfills.

**“Prison libraries have a unique opportunity to form partnerships with their patrons and provide information for their projects, their growth, and their ideas.”**

However, DOC's goal is not just to provide for the immediate needs of the facilities, but also to support the future of the planet. Inmate crews are working full-time at two prisons raising the endangered Oregon spotted tree frog, in conjunction with The Evergreen State College, and cultivating prairie grasses, in conjunction with the Army at Fort Lewis. These programs have sparked an interest with the inmates involved, which helps them to build a future when they are released from prison. Some have found green jobs that allow them to continue to give back to their community, and the interests of many inmates are supported by Institutional Library Services.

Libraries have long formed partnerships with their communities and as sustainability, green jobs, and alternative resources become a way of life it is up to libraries to provide communities with the information they need. Prison libraries have a unique opportunity to form partnerships with their patrons and provide information for their projects, their growth, and their ideas. At many prison locations, Washington State Library staff have partnered with DOC staff to ensure that they make available the material needed to support the programs that are offered at their respec-

tive facilities. Library staff have purchased material on organic gardening, recycling procedures, honeybees, bicycle repair, Oregon spotted tree frogs, and green jobs to help their patrons find the information they want. Library staff at the Washington State Reformatory helped the vermiculture program with information about grants, how to build a worm harvester, and several articles. All of this information was integral to helping the inmates start the program. Once the program started the library took on a new role: providing the food to the worms. Worms love to eat the discarded books from the library.

In the Washington State prison libraries we receive a lot of feedback from our patrons about what they need in the library. This allows us to purchase material to help them with their education and reentry into society, and to fill some of their leisure time. Many of these men and women will be released into a world that will not resemble the one they left, and libraries give them a much-needed link to the changing world outside their cells. These changes will include the necessity of preserving the planet and the people who live on it. This knowledge will provide them with the foundation to begin their lives in an ever-changing world.


Prisons have the workforce with time to make things happen and it is up to the libraries to help them get it done. Considerable information about DOCs ongoing projects can be found online at <http://www.doc.wa.gov/goals/sustainability>. 



Photo: Kathleen Becher

**Books provide the fuel for the worms to do their job.**

Jill Merritt is a Library Associate in the Washington Corrections Center Branch of the Washington State Library.

# Ballard Library and Neighborhood Service Center

Project description by Bohlin Cywinski Jackson



Photo: © Nic Lehoucq

**The building is designed to take advantage of natural daylight, decreasing need for artificial light.**

The Ballard Branch Library and Neighborhood Service Center was the first major building designed and built within the Ballard municipal center master plan. The owners, the public, and the design team recognized an opportunity to focus the community's interest in green design and to utilize the building as a dynamic teaching tool for sustainable design and environmental awareness.

Located on a gently sloping site diagonally across from a new city park, the building forms a powerful civic face along the pedestrian corridor. The design of the structure draws on Ballard's Scandinavian and maritime roots with a sod roof supported by mast-like tapered steel columns. The sheltering roof unites the library and service center components. The planted roof turns upward at the north, allowing light into the building, its edges softened by wood purlins that extend beyond its perimeter. The building's entry is pulled back from the street to make a deep front porch; a gathering space that provides protection from the prevailing winds and weather. Exterior site furnishings designed by the architect, are fabricated from a single sheet of bent steel. The chairs are positioned to form groupings that encourage dialog and interaction, reinforcing the civic nature of this sheltered space.

Glazed walls and skylights provide transparency deep into the public areas of the building. The glass skin bends around the corners, marking the children's area and service center lobby as special places.



Photo: © Nic Lehoucq

**The sedum and grass planted roof system reduces heat absorption, and increases water retention on site while decreasing load on storm water systems.**

A public meeting room clad in galvanized shingles anchors the northwestern corner of the site. A periscope integrated into a wall adjacent to the circulation desk offers children views to the green roof. The pattern of plantings on the roof mimics the natural spread of seeds by prevailing breezes. Anemometers, monitoring wind speed and direction, are integrated on the roof. This information is coupled with information about light, energy usage, rainfall, and other data and transmitted to LED display panels along the building spines as artwork making microclimatic conditions created by the building visible.

By giving careful consideration to building systems and components, and seeking multiple functions for each of the program elements, the Ballard Library and Neighborhood Service Center clearly demonstrates that green building is feasible within a modest budget. The library's mission and use offer an opportunity to leverage these components to continue to educate the community in the richness and benefits of combining sustainable design and extraordinary architecture. 📖

*The Ballard Library and Neighborhood Service Center was designed by architectural firm Bohlin Cywinski Jackson and was completed in 2005. For more details visit <http://www.bcj.com/public/projects/project/51.html>.*



# Deborah Jacobs Speaks to Sustainability in a Global Context

by Diane Cowles

Deborah Jacobs says she has “street cred.” Two and a half years into her new job as the Director of Global Libraries Initiative for the Bill and Melinda Gates Foundation, she continues to fight for and improve public libraries in her current purview—the world. As a public librarian starting on the front lines at Bend, Oregon and, most recently, as City Librarian at The Seattle Public Library, Deborah relates uniquely as librarian to librarian across the globe. “I’ve never wanted to be anything but a public librarian,” she says proudly, “It’s all about serving people.”

Her job takes her to faraway lands, to emerging economies, where public libraries are already in existence. She directs program officers who work at the country level, mostly in rural areas, where the potential for impact and long-term sustainable change are possible. The Global Libraries program is not about creating whole new institutions but pointing out to leaders what is already there—the public library. “I try to help them see why doing this work is important for their people,” she says.

Along with advocacy, long-term sustainability permeates the Global Libraries Initiative’s efforts from the beginning. She says that it’s not only financial sustainability that’s needed; service sustainability is just as important. Deborah worked with a grantee in Lithuania on measuring impact within the context of local and national priorities, focusing on advocacy and training, and creating websites—far different from the grantee’s initial vision of creating a union catalog first.

“I’ve never wanted to be anything but a public librarian.”

In focusing attention on information delivery by the public library, Deborah and her team can tap into the universal need for access. “Almost every library, country, commune, or village has access to information as part of its priorities,” she says. “I just help them see how their priorities can be met in a quicker way.” Another key strategy is to work on strengthening library associations, which every country has, and through IFLA, to provide training that assists in team building within associations.




**Deborah Jacobs, Director of Global Libraries for the Bill and Melinda Gates Foundation**

Again and again, Deborah emphasizes the similarities in library staff, “We’re talking about people who look a lot like us,” she declares. We could learn a lot from global libraries about evaluation and impact. It’s not only about statistics. She mentions a clip on YouTube about Ukrainian farmers improving their tomato crops and attributing that success to their village library with one Internet computer station. She says unequivocally, “We can’t ever, in libraries, prove that some major change in economic development or health can be attributed directly to libraries but we can show them our role in that.” She knows full well that having stories and numbers are crucial to the cause: “Sustainability comes from excellent services—but also good advocacy and good stories to tell—having impacts and helping people think about that.”

The Gates Foundation has its theme emblazoned on an attractive program brochure:

“Every person deserves the chance to live a healthy, productive life.” Deborah’s talent for advocacy and her passion give breath to this goal. Her intensity conveys how much she knows that libraries can change lives. “Libraries need to stay relevant, even during economic downturns, being creative and innovative, not recreating models of 1994 but building the libraries of today and tomorrow,” she says. This starts by thinking about what constitutes excellent service, learning from others’ successes and mistakes, mentoring and providing good role models, and keeping the vision whole and alive. She states with resolve, “It doesn’t matter if you’re changing one life or 100—or 70,000—you’re making a difference.” Public libraries need to survive, and to be sustainable for the future, because when all is said and done, libraries build communities.

Little souvenirs from Eastern Europe decorate her office; chocolates from Botswana are in an overflowing dish on her conference table. A small globe is on her windowsill, which overlooks the working waterfront of Lake Union, reminding us of the interconnected world of libraries that the Gates Foundation through Global Libraries has been able to help and sustain from this very spot in Seattle. Deborah Jacobs embraces this niche and looks busy, content, and energized. Next she’ll head off to Nepal, Bhutan, and India, where she’ll meet with a group working with communities to self-fund their libraries. She still has a public librarian’s heart that beats with pleasure at seeing the impacts that libraries can have. “It’s always about the people,” she smiles. 

---

*Diane Cowles is a children’s librarian at the Beacon Hill Branch of The Seattle Public Library.*

# Sustaining Community Read Programs

by Carolyn Petersen

What do you do when you have 1000 or 500 or even 100 books left over from your successful community read?

You arrange to get them to Carolyn Petersen at the Washington State Library, and she distributes them on a first come, first served basis to libraries within Washington State.

The libraries that receive them recycle the books into classroom sets or book club discussion kits, or after creative “re-stickering” use them as the basis of their library’s next community read. This is an excellent way to “sustain” a community read when grant funds dry up.

This program began informally when Lisa Bitney at the Pierce County Library System asked Carolyn Petersen at Library Development in the Washington State Library if she could find homes for their surplus community read books.

Carolyn advertised the free books in WSL Updates and used LSTA funds to ship them to libraries which desired them.

After observing this for several seasons Debby DeSoer, director of Ellensburg Public Library wondered if it wouldn’t be possible to do this recycling on a statewide basis. Debby brought this up at a public directors meeting. The directors agreed that sharing leftover community read books with other Washington libraries would be a good idea.

This fall Timberland Regional Library, the Seattle Public Library Foundation, North Central Regional Library, and Everett Public Library all shipped the books they had left over from their community reads to the State Library. After notices in the WSL Updates, the books flew off the shelves to new homes in public libraries, tribal libraries, school libraries, and hospital libraries.

If your library has books to distribute, please contact Carolyn Petersen at [carolyn.petersen@sos.wa.gov](mailto:carolyn.petersen@sos.wa.gov), 1-866-538-4996 or 360-570-5560. If you wish to hear about book distributions, sign up for WSL Updates at <http://www.sos.wa.gov/library/libraries/lists.aspx>.



**A tried & true way to move books from one library to another (Moving day at the Lopez Island Library).**

---

*Carolyn Petersen is the Assistant Program Manager for Library Development at the Washington State Library*

# Sentiment and Sustainability in the Modern Library

by Tony Wilson

*“The long-evolved green agenda is suddenly outdated....Accustomed to saving natural systems from civilization, Greens now have the unfamiliar task of saving civilization from a natural system—climate dynamics.” –Stewart Brand<sup>1</sup>*

There are several obvious dimensions to consider when thinking about sustainability and libraries. I’ll treat three of those just briefly and then go on to three more that I don’t see being addressed in ways that help libraries further their mission. The first three are relatively straightforward and routine. The last three hinge on sentiment, that is, on our attitudes toward libraries and the attitudes toward the world engendered by library-supported literate endeavor.

First is the question of sustainable practices with our own physical plants, our recycling efforts, and our methods of service delivery. There is a lot of accessible, library-specific material in our current library press and inspiration elsewhere in this issue of *Alki*.

Second is the issue of how well we are helping our users and potential users take sustainable approaches to their own activities. Our local materials may take us quite a ways into the literature, and we have obvious referral sources such as the EPA library in Seattle and the WSU Energy Library in Olympia.

Third is the issue of how libraries can work with other local agencies to enhance sustainable communities. I was quite impressed with the Urban Library Council’s *Partners for the Future*, which urges libraries to avoid becoming “invisible and stranded community assets.”<sup>2</sup>

While there is exciting work to be done in these first three dimensions, I think we are making some kind of “normally expected progress.” The next three, which I might lump together awkwardly as the *benign contexting of library service*, are in the sentiment ballpark, and are areas where we are not doing so well.

## Sustained Interest

The fourth dimension on my list is sustained interest. In a state where the self-styled “education governor” can propose dissolving a major library agency, we need good answers to the popular public question “Why do we need libraries now that we have the Internet?”

We have two usual answers. Our first is to cite the quality of information the user is likely to find. We assume that information not blessed by the lady with her hair in a bun is intellectually and morally inferior. Often, that is just false. Further, such an attitude disrespects the patron’s ability to judge a source and disregards our obligation to provide multiple perspectives.

---

Author bio: Tony Wilson is retired from Highline Community College where he trained prospective library employees for forty years. He was WLA president 1981–1983. Currently he is president of the Des Moines/Woodmont Library Advisory Board (KCLS) and an emeritus member of WLA.

An example: A few years ago I needed to know what letters made up the Turkish alphabet. I asked a librarian at a large local library for help and after ten minutes or so she admitted to failure. Today, Wikipedia not only supplies a more than adequate and instant answer, it gives a brief historic context, the controversies about the Turkish alphabet, and a reference to the topic in Pynchon’s *Gravity’s Rainbow*.

I probably caught my librarian on a bad day, but Wikipedia gives something better and more complete than the librarian could do with her own material in a whole afternoon. Let’s face it: in many instances, Wikipedia is faster, better, more current, and more relevant. And, I can get it on my cell phone.

The second usual answer to why we need libraries is for the have-nots who don’t have any other Internet access (to find jobs and compose résumés, not to search Wikipedia, of course). Service to the have-nots will always be a vital priority, but we may be hard-pressed to convince either the poor or their elected representatives that they need libraries more than they need food or medical care, even if it may be true.

On the other hand, in *PC World* we find Phil Shapiro arguing that we need to build immensely flexible physical libraries and keep them open 24 hours a day. He sees such libraries as vital to our economic and cultural well-being, while sustaining innovation and imagination. Shapiro cites the Dayton, Ohio, library as inspiration for the Wright brothers. Libraries are “about ideas and invention and imagination and play and curiosity and wonder and hope...They are houses of possibilities.”<sup>3</sup>

Shapiro’s kind of sentiment goes a long way toward maintaining sustainable interest. How many of us in the field are calling for 24-hour libraries?

## Literacy

The fifth dimension of sustainability, and the one with the most sentimental weight among our colleagues, is literacy itself. We see literacy as an unbridled good. Our idyllic picture is like the Kindle logo silhouetting a boy reading under a tree: the youth being transported to another world while the tree yearns to be made into a book. We warmly imagine the reader in sustained concentration, unlike the rest of the animal kingdom, whose natural state is constant alertness to its surroundings.

There are many critiques of the idealization of literacy. At one extreme is Sky Hiatt, who calls literacy the “light saber of the technological era.” He writes, “Today we can study distant galaxies but can’t name the trees in the back yard...Thoughts become habituated to the rigors of lines on the page as the body adjusts to inactivity.”

*Continued on next page*



*Continued from previous page*

Educators “burden youngsters with summer reading lists as though intimate interaction with life were already taboo.”<sup>4</sup>

Writers of Hiatt’s ilk can contemplate freeing their children by not teaching them to read.

Leonard Shlain’s *Alphabet Versus the Goddess* is a delightful world history of how alphabetic literacy replaces images and orality in human culture, leading to fundamentalism, war, and the subjugation of women through enhancing left brain dominance. One example: chivalry developed in the illiterate dark ages, to be followed by inquisitions and witch trials with the spread of literacy. “Whenever a culture elevates the written word at the expense of the image, patriarchy dominates. When the importance of the image supercedes the written word, feminine values and egalitarianism flourish.”<sup>5</sup> As we would expect, Shlain sees television as taking us back toward the image.

The thrust of David Abram’s latest book, *Becoming Animal*, is how alphabetic literacy, especially with the inclusion of vowels, has made us self-reflective of our own symbols, cut off from “the lucid quality of the biosphere itself.”<sup>6</sup>

Can you tell the size of what is coming through the woods by listening to the birdcalls? Abram asserts “there is a subtle entanglement and confusion between all beings of the earth, a consequence not only of our common ancestry, and the similarities of our makeup, but also of our subjection to variant aspects of the same whirling world.”<sup>7</sup>

Imagine being introduced to a body of water, standing by it, and hearing a native of oral culture say, of a stream,

The water watches you and has a definite attitude toward you... Do not speak to passing rough water in a stream. Do not look at water very long for any one time unless you have been in this spot ten times or more. Then the water is used to you and does not mind if you are looking at it.<sup>8</sup>

Compare that with the language of an environmental impact statement.

Why do we fall into a language-dominated existence rather than maintain our connection with the world? Abram asserts that

there remains something about earthly reality that frightens us, and especially unnerves those of us born into civilization. Not just the decay to which our earthly bodies are prone, but also our steady subjection to what exceeds us...To exist as a body is to be constrained from being everything and susceptible to all that is not oneself—able to be tripped up at any moment by the inscrutability of a pattern one cannot fathom.<sup>9</sup>

I hope that I, or rather the authors I have cited, make it reasonable to mitigate our missionary zeal that literacy as sustained reading of literal text is our highest possible goal. (Be all you can be—read, if only a hundred pounds of romance novels.) No one in our profession, however, is going to advocate that we give up literacy or work against it.

### Epistemology

The sixth dimension relates to our epistemological sentiment: how we know, how we deal with ignorance, and our proper response to mystery. Two books from very different contexts seem to have very compatible messages. The more extreme of the two is *The Virtues of Ignorance*, edited by Bill Vitek and Wes Jackson. The contributors are big-name greens and academics and include Wendell Berry.

Their argument for ignorance is subtle and involved, but, to oversimplify, there will always be more about the ecosystem that we don’t know than what we do know. Our abstract technical culture suffers from destructive hubris, particularly in the hands of corporations, leading to an arrogant assumption of adequacy; whereas every technical advance since the beginning of agriculture has drawn down on the earth’s carrying capacity—a capacity replenished by the earth in a geologic, not historical, timeframe. Wonder, in the face of mystery, gets converted to a research agenda by the amoral rational mind (Berry). To embrace ignorance leads to “prudence, humility, wisdom, precaution, or reverence” (Jackson).<sup>10</sup>

It is, of course, our abstract, literacy-based research that gives us technology that is arrogant and divorced from any local wonder, cultural coherence, or personal wisdom. It remains to be seen whether the authors can work their epistemology into the sci-tech curriculum.

My second source for this dimension is Matthew Crawford, a PhD-holding ex-think tank manager who is the proprietor of a motorcycle repair shop. His book *Shop Class as Soulcraft* extols the value of trade skills, which bring the hands and mind together in a way that creates an ethical relationship with physical objects (oil seals, bearings) as well as the users thereof. Intrinsic expertise and wisdom come from deep experience with real objects in the world:

[To] diagnose and fix things that are variable, complex, and not of our making and therefore not fully knowable... require[s] a certain disposition toward the thing you are trying to fix. This disposition is at once cognitive and moral. Getting it right demands that you be attentive in the way of conversation rather than assertive in the way of a demonstration.<sup>11</sup>

While Abram is conversing with bears and vultures and Crawford is conversing with camshafts and oil seals, Steve Talbott is conversing with chickadees from his bird feeder. In a moving essay delineating

*Continued on page 16*



a third path between rabid preservationists and overconfident land managers, Talbott suggests conversation. Obviously, humans converse with each other. We don't view the individuality of others as a reason to leave them untouched by our attention or treat them as "mere objects for a technology of control...We engage them in conversation...We don't want predictability; we want respect, meaning, and coherence...There is never a single right or wrong response."<sup>12</sup>

As to a conversation with a bird, Talbott writes:

my observations of nature will prove valuable to the degree that I can, for example, balance my tendency to experience the chickadee anthropomorphically with an ability to experience myself "chickamorphically." In the moment of true understanding, those two experiences become one, reflecting the fact that my own interior and the world's interior are, in the end, one interior.<sup>13</sup>


What, then, are the implications of these insights for library practice? First, I would suggest that, when you come to someone of normal intelligence who can't read, you bow down before them and respectfully attempt to gain something of their perspective from which your education has shut you out. Then, go ahead and teach them to read, *if they want you to*.

Second, we need to loosen our biases and expand our notion of the best and most worthy uses of our resources. I need to stop cringing at the idea of that round Gaylord library table with a revolving whiteboard in the center. (I know the best learning environment is a student alone with a book.)

Our next step in making the use of our services and materials more sustainable with our users may be the emerging concept of "transliteracy," or "the ability to read, write, and interact across a range of platforms, tools and media from signing and orality through handwriting, print, TV, radio and film, to digital social networks."<sup>14</sup> If we read Abram, Crawford, and Talbott as guides, we need to expand this to include bears, rocks, chickadees, and oil gaskets. We need to enhance the virtue of attentiveness that can foster a dialogic relationship with the world.

Dialogue easily becomes story. Let me quote from a story by Humberto Ak'abal, a Guatemalan poet known for children's poetry:

The fire  
crouching  
eases the sadness of the log  
by singing to him  
his burning song  
and the log  
listens  
consuming himself  
until he forgets  
he was once a tree.<sup>15</sup>

We may need to get beyond our simpler enlightenment purposes of dispelling ignorance and move toward expanding mystery so that we are becoming a more sustainable service in an increasingly sustainable world. I think the prospect is exciting. 

#### Notes

- <sup>1</sup> Stewart Brand, *Whole Earth Discipline: Why Dense Cities, Nuclear Power, Transgenic Crops, Restored Wildlands, and Geoengineering Are Necessary* (New York: Viking, 2009), 209.
- <sup>2</sup> *Urban Libraries Council, Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities* (Chicago: Urban Libraries Council, 2010), [http://urbanlibraries.org/associations/9851/files/0110ulc\\_sustainability\\_singlepages\\_rev.pdf](http://urbanlibraries.org/associations/9851/files/0110ulc_sustainability_singlepages_rev.pdf), 30.
- <sup>3</sup> Phil Shapiro, "Towards a National Transition Plan for Libraries," *PC World*, January 4, 2011, <http://www.pcworld.com/article/215445/article.html>.
- <sup>4</sup> Sky Hiatt, "A War of Words: A Closer Examination of Literacy," *Species Traitor* 4 (Summer 2005).
- <sup>5</sup> Leonard Shlain, *Alphabet Versus the Goddess: The Conflict Between Word and Image* (New York: Viking, 1998), 7.
- <sup>6</sup> David Abram, *Becoming Animal: An Earthly Cosmology* (New York: Pantheon, 2010), 122.
- <sup>7</sup> *Ibid.*, 192.
- <sup>8</sup> *Ibid.*, 173–74
- <sup>9</sup> *Ibid.*, 302.
- <sup>10</sup> Bill Vitek and Wes Jackson, *The Virtues of Ignorance: Complexity, Sustainability, and the Limits of Knowledge* (Lexington, KY: University Press of Kentucky, 2008), 9.
- <sup>11</sup> Matthew B. Crawford, *Shop Class as Soulcraft: An Inquiry Into the Value of Work*. (New York: Penguin, 2009), 82.
- <sup>12</sup> Steve Talbott, "Toward an Ecological Conversation," in Vitek and Jackson, *Virtues*, 104.
- <sup>13</sup> *Ibid.*, 112.
- <sup>14</sup> See <http://www.transliteracy.com/>.
- <sup>15</sup> Humberto Ak'abal, *Poems I Brought Down From the Mountain*, trans. Miguel Rivera with Robert Bly (Saint Paul, MN: Nineties Press, 1999), 53.

# Opening Up to Open Source

by Josh Westbrook

Let's begin with a bold statement: open source is the future of integrated library systems. Open-source software embodies the collaborative spirit and the ethic of sharing that motivate libraries. And in these tough economic times, open-source software can also be a budget saver.

The Walla Walla County Rural Library District and our library consortium, the Walla Walla Area Library Network (WALNET), went live with the Koha open-source integrated library system (ILS) in December of 2009. The WALNET consortium consists of the Walla Walla Community College Libraries, the City of Walla Walla Public Library, and the Walla Walla County Rural Library District. We have seven circulating locations and approximately 250,000 items in the WALNET system.

Many libraries have been a bit apprehensive about open-source software, though that's been changing somewhat. A common worry is that libraries that choose an open-source product are "going it alone"—that there's no established structure in place to support them. Others worry about the quality of the product: How could free software be any good? We too had our concerns. So, for starters, you may be wondering why we decided to move to an open-source ILS. Some in our library consortium might say we did it because it was the least expensive option, and they would be right. Others might say that migrating to open-source software was a means of retaking control from proprietary vendors, and they would be right. Still others would say that it was our consortium's only viable option, and they would be right as well.

We found ourselves in a tough position. Our library server was outdated and we discovered that it would not support the newest release of our vendor's ILS. (Before migrating to Koha, we were using Exlibris's Voyager ILS.) Replacing the server would be quite expensive, and, furthermore, maintaining the server had proved difficult and time-consuming. Our library consortium had identified that having our vendor host our server was probably desirable. When we did the math, we realized that paying for a hosted server would double our annual costs for the system. Basically, we had no good options, and if we did nothing, we risked becoming an "unsupported installation." We needed alternatives, and so we started looking into migrating to a new ILS.

“Working with open-source software can be a very participatory experience.”

We requested quotes from several library system vendors, and set up demonstrations of their software. While there were several we liked, we found that, as a small consortium, we just couldn't afford them. So, originally, it was out of necessity that we started looking

at open-source integrated library systems. Since open-source software is free, and you don't pay licensing fees, this can decrease system costs dramatically. That sounded good, but how would we support it? Many libraries are under the impression that you need a lot of in-house technical expertise to

run an open-source ILS—that you need programmers on staff to maintain it. There's no doubt that it would be wonderful to have programmers on staff. Libraries with the funding to support this kind of expertise would probably see some advantage to doing so. Our consortium knew from the beginning that we didn't have this capability. Nor did we have the funding or the time to customize an open-source system heavily before going live with it.

So we looked at companies that offer support and migration services for one or both of the two largest open-source integrated library systems, Koha and Evergreen. Ultimately, we chose to contract with a company called LibLime to migrate our database to the Koha system and host our library server. Our library consortium also contracts with LibLime for technical support. All of this came to an annual cost that was significantly less expensive than what we were paying our previous vendor while hosting our own server.

What we found was that we didn't need any additional staff expertise. There were employees at each WALNET member library who had dealt with system vendors in the past. And those staff continued in those roles. The Koha ILS is also web-based, so there was no longer any software to install, configure, and keep up-to-date. Reports are run through the web-based client as well, so we no longer needed database software or complicated database drivers. The time we've spent supporting our ILS has actually decreased since migrating to Koha.

System duties did increase in other ways. With open-source software, there is a broader community outside of your support vendor. Keeping track of what is happening in the overall community is important. Our consortium found this out quickly as we joined the Koha community during a very volatile period. (Liblime was

*Continued on page 18*

---

Josh Westbrook is the Technology Manager for the Walla Walla County Rural Library District. He also manages the Prescott Library.

ultimately acquired by PTFS.) There are many passionate people involved with open-source projects and they are generally not shy about speaking their mind. If they feel that the software may be morphing into a proprietary product or may be taken over by an individual company, they will speak out loudly—as they should. If you decide to actively participate in an open source community, be warned: you may become one of these passionate people very quickly!

Working with open-source software can be a very participatory experience. You can be involved in the development of an open source ILS to a much greater degree than you can typically be with a proprietary ILS. With a proprietary system you may be able to vote for features you want to see, but the development of the product is often centered around the idea of selling the product to more customers—not necessarily keeping its current batch of customers completely satisfied. In the open-source world, if you have the programming knowledge, you can jump right in and start fixing bugs, coding new modules, or contributing to others' projects. And you can submit those bug fixes and new features back to the development community for inclusion in an official release of the software. Alternately, through a support organization like Liblime, you can sponsor (i.e., pay for) changes yourself. For instance, one of WALNET's member libraries, the City of Walla Walla Public Library, sponsored the addition of a new feature to Koha's fine module shortly after our migration. You can also opt to work with an independent programmer, or find an alternative support organization. This is the kind of flexibility that had been missing from our relationships with proprietary ILS vendors.

Our library consortium voted to migrate to Koha in June 2009. We accomplished the migration in a little over six months and were circulating items with Koha the first week of December 2009. We did not find ourselves alone in the desert with vultures circling overhead. Our patrons did not surround our library branches carrying pitchforks and torches. In fact, the migration was mostly uneventful. And the final product has greatly improved the service we deliver to our patrons.


I don't think we've received this many compliments on our online catalog—ever. We felt it was more user-friendly and we were hopeful that our patrons would find this to be true as well. They did. Patrons can now place and manage requests more easily. They can submit purchase suggestions, create reading lists, and update their own contact information—all directly from their account. We still haven't activated all of the social functionality available in our online catalog (e.g., tagging, user reviews), but we're planning to roll them out in the near future.

Shortly after going live with Koha, we noticed an increase in the number of requested items traveling among WALNET member libraries. In fact, our consortial borrowing increased 55% in the first six months of 2010. Patrons were placing many more hold

requests and more fully using the resources available throughout the consortium.

Is the Koha system problem-free? No, and I don't believe there's a system out there that is. There are some unresolved bugs. There are a few options that we'd like to have but haven't yet decided whether they're worth sponsoring. Communication from LibLime hasn't always been as consistent or as thorough as we'd like. But we are generally pleased with our decision to migrate to Koha.

In deciding between the two large open-source library systems on the market, Koha and Evergreen, we found that Koha better met our needs as a consortium of smaller libraries. Given the ethic of open source, I wasn't surprised when I learned that there are already programmers out there writing code to make Koha and Evergreen databases talk to each other. And that's a big part of why the open-source community is so great. It's about inclusion and creating a better product for the end user. And it's about empowering the end user to help create that better product.

So if I've convinced you to explore open-source integrated library systems further, start by checking out the links included in this article, or join one of the email lists for Koha or Evergreen. Or, if you are feeling really brave, go find the geekiest member of your library staff and tell them to look into it. Tempt them with promises of large amounts of caffeine and surplus computer equipment. They'll come up with something, I promise. 

### Links

Official Koha Website:  
<http://koha-community.org/>

Links to free community support and email lists for Koha:  
<http://koha-community.org/support>

Companies that support Koha:  
<http://koha-community.org/support/paid-support/>

Information about Evergreen:  
<http://www.open-ils.org/>

Publicly Accessible Koha Demos:  
[http://wiki.koha-community.org/wiki/Koha\\_Demo\\_Databases](http://wiki.koha-community.org/wiki/Koha_Demo_Databases)

WALNET Consortium Online Catalog  
<http://walnet.kohalibrary.com>

# Washington Libraries Reveal Social Media Secrets

by Tracy Guza

Have you ever wanted to be a fly on the wall at another library to see how they manage social media outreach? This article goes behind the scenes at several large Washington library systems to uncover challenges, triumphs, and tricks of the trade regarding blogs, tweets, and social networks.

Discover whether your library is using social tools to the fullest potential. Learn how other libraries are collaborating on content, examining analytics, and venturing into mobile territory.

This article features insights from a diverse selection of library social media experts. Christine Tawatao is the Web Librarian at the University of Washington Libraries. David Wasserman is Online Services Coordinator for the King County Library System. Several librarians on the social media team at The Seattle Public Library participated in interviews including David Wright, Toby Thomas, and Linda Johns. Not surprisingly, the comments collected reveal that the libraries share underlying similarities in solving common issues, but also unearth some surprising differences on the handling of certain topics or initiatives.

Whether your organization is merely dipping its toes into tweeting or swimming in the deep end—coordinating multiple contributors, social media outlets, and mobile applications—this information can provide a barometer for evaluating the efficacy of your programs as well as become a springboard for discussion, growth, and refinement.

## The Playing Field: Overview of Three Libraries

The University of Washington Libraries may be the most complicated system in terms of the sheer variety of social media tools employed by the network of subject-specific libraries on the main campus along with branch libraries. While the *Spotlight* news blog, the Facebook page, and Twitter updates are dedicated to the libraries as a cohesive entity, separate libraries maintain subject-specific blogs as well as other unique outreach tools. For instance, Special Collections regularly uses Flickr for displaying curated collections. In addition, users can subscribe to RSS feeds for news from approximately twenty different sources, from the *Engineering Library Blog* to *History Happenings* and *Health Sciences Library News*.

The Seattle Public Library (SPL) maintains two blogs—*Shelf Talk* for adults and *Push to Talk* for teens. SPL has a Facebook page, a brand-new Twitter account, and a mobile catalog application. Currently, location-specific news and events appear on each branch landing page on the website. A YouTube channel is in the works as well.

The King County Library System (KCLS) offers the *Book Talk* blog with recommendations for all ages, maintains a Facebook presence in both English and Spanish, has a Twitter account, displays photos on Flickr and videos on YouTube, and is working on a mobile application.

---

Tracy Guza is an MLIS candidate at the San Jose State University and the Supervisor Onboard Media at Holland America Line. She blogs at <http://modlibrarian.posterous.com/>.

## Collaboration: Managing Many Cooks

With so many different ways to deliver information, collaborating on fresh content presents an opportunity in terms of creativity, custom messaging, brand unification, and connecting with new audiences. However, the biggest challenge for libraries can be logistical—that of coordinating and scheduling contributions from multiple team members, often in different locations with asynchronous schedules.

Both the University of Washington Libraries and KCLS use Hootsuite as a social media scheduling tool, for Twitter updates, and for tracking. The Seattle Public Library uses a combination of tools including a Sharepoint intranet, in-person meetings of the Shelf Talk editorial board, and pre-scheduling blog posts on Wordpress.

In all cases, the staff involved in the social media initiatives work collaboratively to develop content and divide technical tasks. The tools merely offer a way to automate some of the processes, like pushing Facebook updates to Twitter or lining up several blog topics in a queue. Centralized tools, especially a dashboard like Hootsuite, empower all participants to keep an eye on the projects from anywhere, anytime and to ensure tasks assigned to each person are fulfilled.

## Content Creation: Ideas Please!

At the University of Washington Libraries, content is created by various people centrally and through individual libraries. A Communications Officer assumes responsibility for updating the news page. Christine Tawatao, the Web Librarian, manages the Facebook updates along with the other social efforts like Twitter in conjunction with a few other staff members. The overarching goal is to unify the content pushed to users, whether updates on the holiday hours for Suzzallo or special events like photography exhibits or literary dinners.

The King County Library System customizes content per user group. The Teen page has a different look and content than the Senior page. Various social media outlets like Facebook, Twitter, and Flickr are populated from branches and a variety of contributors, currently two staff members for Facebook and two for Twitter. Another person responds to comments. It is worth noting that the Facebook updates from KCLS are not the same as the tweets, which means more content is needed. The Flickr page mostly features KCLS event photos collected from the wide variety of locations covered by the King County Library System.

At SPL, a five-person Social Media Team comprised of four librarians and a Communications Officer collaborates on Facebook page content and maintenance. Starting this year, the team will open the floor to all staff for content ideas, but the responsibility for posting the updates and moderating comments will remain with the core Social Media Team.

*Continued on page 20*

For the SPL blogs, the editorial board, a mix of librarians and library associates, works in pairs to focus on the main content areas, which are books, local interest, research, music, and film. The team tries to stick to a pattern of book-related posts on Mondays and Tuesdays, cultural tie-ins on Wednesdays, and research on Fridays, but this is not set in stone. To ensure a mix of voices, interests, and writing styles any SPL staff member can submit a post which is then edited with a light hand, according to Linda Johns, in order to preserve the original tone.

### Strategy: Unified Branding in a Diverse System

Unified branding is a challenge for all library systems comprised of multiple branches and catering to disparate audiences. Whether libraries serve the public or academic community, contributions from a variety of contributors addressing the needs of users young and old, faculty or student, and from different cultures can dilute the central brand if care is not taken to preserve the message of the organization.

Christine Tawatao at UW says that their biggest current issue is conveying the sense that students can use any library no matter their major—the idea that the library system is really one big library with endless cross-departmental resources. In the past there was a tendency for music students to use only the music library and engineering students to use only the engineering library. Social media is one way to cement the idea of the library without limits, and the Communications Working Group is trying to do this while still respecting the individuality of each library in the system. As you can imagine, this can sometimes prove a delicate balance.

KCLS and SPL have many branches and audiences as well. Both libraries centralize content for the system-wide initiatives like blogs and Facebook updates while allowing the branch landing pages to serve as hubs of location-specific events and concerns. That said, contributions to the centralized social media efforts can come from anywhere and often do target different audiences, so providing content guidelines is the key. Having dedicated staff or teams reviewing the social media content helps to maintain unification and stay on brand.

And, all libraries try to adhere to the strategic plans for their organization in terms of social media outreach.

### Social Media Policies: Moderating in Moderation

The topic of social media policies and comment moderation should be top of mind for any organization. The combination of concerns about moderation by government agencies and allowing unchecked comments on blogs and wall posts requires a clear, public-facing policy to provide concrete guidance and safeguard libraries in terms of legality.

The University of Washington Libraries follow university-level best practices for creating social media content. A comprehensive toolkit created by UW Marketing explains considerations for each type of social media outlet and the university's suggestions for content and branding. There is no policy governing comments on blogs or posts to the Facebook wall, but many items covered by Information Technology regarding appropriate use

of UW resources may act as an umbrella.

KCLS offers a public-facing social software policy with clear content rules prohibiting threats, obscenity, the revealing of personal information in public forums, off-topic posts, and copyright violations, among other things. This policy is readily accessible on the Privacy link. KCLS also has internal guidelines for staff contributing content to social media channels. Both KCLS policies are easy to understand and provide substantive guidelines.

At SPL, the Facebook page is mediated by the Social Media Team who respond directly to comments or collaborate with the Communications Office for an official response. Commercial posts and obvious spam are removed. There is a Terms of Use policy covering the blogs that also guides the other efforts. Terms prohibit potentially libelous, profane, obscene, discriminatory, and otherwise inappropriate posts.

The Terms of Use were developed to address the concerns of library administration at SPL. David Wright says, "It was very important to those of us who wanted the library to blog that these comments not be pre-moderated, but would go live right away. This was something that we felt reflected the immediacy and conversational nature of blogging, and we didn't want to compromise there."

The blog team shares the responsibility of moderating the content of the comments and has had remarkably good luck in terms of the volume of comments versus the necessity for deletion. Of course, it helps that the terms are clearly delineated for users.

### Mobile Applications: Library on the Go

Mobile technology is fast becoming the preferred method of Internet access for people on the go. Mobile phones transcend the digital divide and offer access points for users that may not be regular library patrons or own home computers, thus expanding reach. Since mobile offers an unprecedented opportunity to connect with users anywhere, libraries are very interested in developing mobile applications to provide services like catalog access and reference.

Christine Tawatao explains why UW does not yet have a catalog mobile application: "Our main catalog is WorldCat Local and so we're not developing anything in-house for mobile access to the catalog. From what I understand, OCLC is currently working a mobile version of WorldCat Local which we hope to start introducing to users soon."

Otherwise, The University of Washington Libraries has a strong presence on Twitter and Facebook and both have great mobile applications. This can prove very important as a communication outlet for keeping the mobile-savvy student population informed of late-breaking library information.

The King County Library System is developing a mobile OPAC application with tentative plans for launch early this year.

*Continued on next page*

The Seattle Public Library has a mobile application developed by a company called Boopsie. The Virtual Services Committee—comprised of staff members from Public Services, Communications, and IT—worked together on features which allow users to access the library catalog and their account information from their phones. Users can renew, place holds, and check the status of their account. Library podcasts, calendar events, and booklists are also available via the application.

All of these library systems are part of a reference initiative called Ask-WA—a cooperative of more than 60 libraries throughout Washington state providing online and chat reference services. Ask-WA launched a mobile application in 2010 which links users directly to chat reference via QuestionPoint, OCLC’s cooperative virtual reference service.

**Analytics: Measure Twice, Post Once**

The University of Washington Libraries employs a variety of analytics depending on the outreach channel. Facebook Insight provides analytics on page use. Over three thousand fans “like” the UW Libraries on Facebook. Hootsuite tracks clicks on UW tweets. Standard web logs are utilized to analyze patterns in search and content across all library sites.

KCLS uses a combination of metric methods as well including Hootsuite, Facebook popularity (almost four thousand fans), and web logs.


The blog team at SPL uses Google Analytics to monitor use and content trends. Also, SPL’s Facebook page has almost ten thousand fans—which is a pretty good indicator that the Facebook effort is worth the time involved.

Since most social media tools include some type of tracking, it is worth noticing trends the same way you would monitor circulation or gate count. Statistics can be used to back up and inform future outreach, to improve service and to identify content that appeals to users versus topics which fall flat.

**Summary**

The libraries featured have taken a variety of approaches in implementing their social media initiatives. Tricks of the trade like Hootsuite, internal intranets, and good old-fashioned meetings can be used to coordinate team efforts. Content ideas can come from many sources and you can open the floor to all staff for contributions and inspiration. A little guidance goes a long way in terms of moderation and policies.

Mobile applications are super hot, but not an absolute imperative depending on your library’s system and goals. Keeping an eye on usage and web logs can help inform the expansion of social media efforts and even provide feedback on the popularity of topics.

Ultimately, however, people are the key. In every case, the tools used for measurement, publishing content, and collaboration are merely ancillary as the core focus is on the elbow grease of the library staff operating these endeavors. After all, a blog is merely today’s printed newsletter, and Twitter is kind of like the town crier. The sheer creativity and collaboration of library staff remain constant whether the tools are analog or digital. 

*(See sidebar on page 22)*

**PACIFIC NORTHWEST LIBRARY ASSOCIATION**



“Navigating the River of Change”

**Mark your calendar now for the  
2011 PNLA Annual Conference  
Doubletree Hotel Downtown in Spokane, WA  
August 3-5, 2011.**

Bestselling author **J.A. Jance** will be there along with **Wylie & The Wild West**, musician and entertainer extraordinaire. In addition there will be unsurpassed programs and educational opportunities that will keep you on the edge of your seat with the latest research and information about libraries and their operations. Networking opportunities will abound throughout the conference providing a venue to build rapport with other professionals throughout the Pacific Northwest.

**Sign up today and get ready for the time of your life!**

<http://www.pnla.org/events/conference2011/index.html>

## Tricks of the Trade

### Collaboration/Scheduling/Tracking

#### Hootsuite

A social media dashboard tool for managing multiple networks, team workflow, and statistics tracking. <http://hootsuite.com/>

### Analytics

#### Google Analytics

Google Analytics provides tons of information on traffic to a blog or website including visitors, traffic sources, and content. It is easy to set up by simply embedding the provided source code in the code of the site you want to track.

<http://www.google.com/analytics/>

### Blog Platforms

The following platforms can be used for setting up blogs. All are free, WYSIWYG interfaces with a variety of features depending on your needs for customization and integration.

Wordpress | <http://wordpress.org/>

Tumblr | <http://www.tumblr.com/>

Blogger | <http://www.blogger.com/>

### Wikis

Wikis can offer another way to streamline internal communication on social media content and processes. These are some simple platforms for you to explore.

PB Works | <http://pbworks.com/>

Media Wiki | <http://www.mediawiki.org/>

### Social Bookmarking

Social bookmarking sites offer a fantastic tool for aggregating content ideas and sharing within your teams. These are some popular options.

Diigo | <http://www.diigo.com/>

Pinboard | <http://pinboard.in/>

Trunk.ly | <http://trunk.ly/>

Delicious | <http://www.delicious.com/>

### Reputation Monitoring

#### Google Alerts

Another way to keep tabs on whether your efforts are being read, re-tweeted, or scraped (i.e., used to inspire content for another library aficionado).

Google alerts can be set for any keyword or name.

<http://www.google.com/alerts>

### Social Networks/Microblogs

These are the most popular social networks for libraries offering another access point to connect with users where they are—hanging out online.

Facebook | <http://www.facebook.com/>

Twitter | <http://twitter.com/>

MySpace | <http://www.myspace.com/>

LinkedIn | <http://www.linkedin.com/>

### Collection Display

#### Flickr

Popular photo site, easy to use and tag as well as share with users. <http://www.flickr.com/>

#### Greenstone

This is an excellent open-source solution to collection management. <http://www.greenstone.org/>

### Video

#### YouTube

A perfect place for videos under fifteen minutes. <http://www.youtube.com/>

### Screencasting

#### Screencast-O-Matic

This easy-to-use tool allows you to create almost instant screencasts or tutorials and then upload to YouTube to share. <http://www.screencast-o-matic.com/>

### Social Media Policies

#### Example SPL Blog Terms of Use

<http://shelftalk.spl.org/about/terms-of-use/>

#### Example KCLS Policies

<http://www.kcls.org/usingthelibrary/policies/>  
(Select Social Software Policy in left sidebar to download PDF.)

#### More information on creating a social media policy

Brian K. Kooy and Sarah K. Steiner, "Protection, Not Barriers: Using Social Software Policies to Guide and Safeguard Students and Employees," *Reference and User Services Quarterly* 50 (2010): 59–71, <http://www.rusq.org/2010/10/03/protection-not-barriers-using-social-software-policies-to-guide-and-safeguard-students-and-employees/>.



## Federal Legislation and Washington Libraries, 2011

by Rand Simmons, Julie Miller, and Kristie Kirkpatrick

2011 begins with good news: the reauthorization of the Library Services and Technology Act (LSTA) and the appointment of Susan Hildreth as Director of the Institute of Museum and Library Services.

On December 1, 2010, the Senate Health, Education, Labor, and Pensions (HELP) Committee unanimously reported from committee the Museum and Library Services Act (MLSA), which reauthorizes programs to the Institute of Museum and Library Services (IMLS). MLSA passed the Senate on December 7, the House of Representatives passed it on December 14, and President Obama signed it into law on December 22, 2010. The Library Services and Technology Act (LSTA) is a part of MLSA.

LSTA, administered in Washington by the Washington State Library (WSL), provides library staff with subgrants, training, and grants to engage in professional and continuing education; subsidizes the ProQuest statewide database and the audiobooks projects; underwrites Ask-WA; provides governance and technology consulting; and allows WSL to offer statewide projects such as Supporting Student Success and Washington Rural Heritage. LSTA is the only annual source of federal funding for public libraries in the federal budget, and it is extremely important to Washington libraries because there is no direct support for public library service from the State.

WSL staff members believe the reauthorized version of LSTA will reinstate a more generous use of the funding beginning with FY13 funds—funds that will probably be released in early spring 2013. Using these funds, the Washington State Library may once again be able to offer training to managers and supervisors and training/orientation to library trustees.

On December 22, 2010, Susan Hildreth's nomination to be director of IMLS was confirmed by unanimous consent by the United States Senate. Susan is the City Librarian for The Seattle Public Library and was nominated by President Obama. She will serve a four-year term as the Direc-

---


*Rand Simmons is the Acting Washington State Librarian. Julie Miller is Associate Dean of Libraries at Eastern Washington University. Kristie Kirkpatrick is Director of the Whitman County Library.*

tor of the Institute. The directorship of the Institute alternates between individuals from the museum and library communities. IMLS has been without a permanently designated director since March 2010. Susan will bring strong and fair leadership, and we are proud that, if even for a short part of her career, she comes from Washington State.

The ALA Office of Government Relations (OGR) has identified federal legislation and policy issues that will impact libraries. The issue briefs are available at <http://www.ala.org/ala/aboutala/offices/ogr/issuebriefs/index.cfm>. These issues include:

- Accessibility and open access (unfettered public access to information of all types in all formats);
- Appropriations for libraries (annual Library Services and Technology Act appropriation and funding of Improving Literacy Through School Libraries);
- Broadband and telecommunications;
- Copyright;
- Government services and government information (including the Freedom of Information Act);
- Library Services and Technology Act;
- School libraries (including the Elementary and Secondary Education Act—an old name applied to the No Child Left Behind Act); and
- Privacy surveillance (including our old friend the Patriot Act).

WLA members should review these issue briefs to become better informed. No doubt, the Washington delegation for National Library Legislative Day (NLLD) will visit with Congressional Senators and Representatives on these issues in May.

The WLA Board has reduced the number of individuals it will support to attend NLLD from about six to two. If you are interested in attending National Library Legislative Day, May 9 and 10, and are able to support your travel and lodging, or work for an employer who is willing to send you, please contact Julie Miller at [jmiller7@ewu.edu](mailto:jmiller7@ewu.edu). More information on NLLD is available at <http://www.ala.org/ala/issuesadvocacy/advocacy/nlld/index.cfm>. 



## Library Legislative Day 2011

by Jennifer Wiseman

On Friday, February 4, more than 60 library supporters from all corners of the state and all types of libraries descended on Olympia to participate in the Washington Library Association's annual Library Legislative Day.

Knowing that the Legislature was dealing with considerable budget shortfalls this year, it was a priority on Legislative Day this year to emphasize not what the Legislature can do for libraries, but what libraries can do to support legislators and their constituents—particularly during times of economic hardship.

---

*Jennifer Wiseman has served for five years as WLA's Coordinator of Communications and planner for WLA's annual Library Legislative Day. She is the Project Manager for Public Services at the King County Library System.*

During this year's event, attendees delivered informational packets to their legislator's office and, whenever possible, had brief, informal conversations with their representatives to highlight the myriad of services and resources that libraries provide and to emphasize the important role we continue to play in our communities. By offering ourselves as a resource and making sure legislators knew how to reach us, the library community was able to demonstrate that libraries are part of the solution, not part of the problem.

Ultimately, engaging our legislators raised awareness about libraries and enhanced our ability to establish and sustain a long-term relationship with key elected officials. 

## Call for Papers

by Kirsten Edwards

Once again, the Society Gaius Julius Solinus v. Washintonius issues its annual call for papers to be presented at the 2011 WLA annual conference.

Every year the Society invites librarians to present papers on scholarly topics of broad general interest to the library profession. Currently representatives from public libraries dominate the meetings. Is it because their patrons are naturally funnier, *pace* Susan Madden's *The Universal Reference Question*<sup>1</sup> and their bureaucracies more...ah...interesting? Or is it just that public librarianship is more likely to involve small children<sup>2</sup> and perhaps dressing up like a semi-aquatic egg-laying mammal of action?<sup>3</sup>

**Librarian:** [*helps child find train books*]

**Small boy:** Thank you!

**Librarian:** My pleasure!

**Small boy:** Do you have a tip jar?

Nonetheless, the Solinus society encourages our Washington special and academic library representatives to redress the imbalance as this writer suspects they are well able to do. Individuals may deliver their presentations in person, or delegate another member, clone, or evil twin to present. Due to the prestigious nature of the Solinus event, requests to present must be made no later than five minutes before the start of the program, unless you bring one of the co-presidents a beer.

And if this column is the second time you've heard of the Society Gaius Julius etc. etc. etc. (as the King of Siam said to Anna), the first being last month's Library 1.0, you're not alone. It's possibly the best unintentionally-kept secret of the library profession. Your co-presidents stumbled upon it by accident hidden in a hotel basement 13 years ago.

It's also a Washington library tradition that seems to have survived all its predecessors. If a paper from the Maine chapter of the *Societa Maniacus Solinius* is to be believed, there were branches of the Society in Maine, Great Britain, and the Mountain Plains Library Association. Of course, the former were excoriating the founding members of the latter as "malefactors, rogues, scalawags" for committing the "heinous, grave, and yes, even serious offense" of holding their Solinus meetings *sans* Official Charter with attached Seal. Don't worry: we've had our "attached seal" from the very beginning: it's white and fluffy and tied on with red yarn.

In February of 1987 Nancy Zussy got the founding meeting onto the printed program of the joint WLA/OLA conference in Portland. Bob Baker's presentation, "Godzilla as a Cultural Icon in a Self-Actualized

---

*Kirsten Edwards, when not attending to the manifold duties of the co-President of the Society Gaius Julius Solinus v. Washintonius, manages to pay the bills by working as a young adult services librarian for three small branches of the King County Library System.*



Management Style," made the *Oregonian*.<sup>4</sup> Since then the torch has been passed to (among others)

Susan Adams, Jonathan Betz-Zall, and your (current) humble co-presidents. Down the years the amoebic Solinus membership, which fluctuates from conference to conference, have shared such papers as "Problems Associated with Naval Artifacts in the Children's Room," "Better Collection Management Through Theft," "Bibbity-Bobbity-Boo: An Excellence in Reference Service Technique," and the Library Bill of Rights in the medium of Gilbert & Sullivan show tunes.

In future columns, I hope to share with you some of Solinus' past glories, so I appeal to those who have presented papers in previous years (you know who you are) to contact me<sup>5</sup> with copies of your work. There were more in the Solinus archives, but a previous editor of this illustrious journal borrowed them<sup>6</sup> and (so far as I know) still has them. Until then, let me reiterate Nancy Zussy's words on the eve of the first Solinus meeting:

Your name leapt forward as a likely prospect to submit one of the first papers for the Society. The field is open—anything connected to librarianship and its practice, information services and its delivery—whatever. Specific people in the profession and specific institutions are, I suppose, fair game, as long as you are prepared to live with the consequences of your opinions; and from the looks [of it], I see no shrinking violets.

Solinus has survived for more than two decades because Washington librarians simply aren't shrinking violets. They step up and do, when it's needed, how it's needed. Sometimes, what's needed is a good laugh, and they're good at that, too. Won't you join us this year at the 24<sup>th</sup> annual meeting of the Society Gaius Julius Solinus, v. Washintonius in Yakima?



### Notes

<sup>1</sup> Where's the bathroom?

<sup>2</sup> Kirsten Edwards, "Addressing the Balance of Gender Diversity in In-Building Early Juvenile Text-Media-Based Library Presentations" (paper presented at the Washington Library Association Annual Conference, Red Lion Inn at the Park, April 20, 2005). Available upon request.

<sup>3</sup> Yes: I have pictures...

<sup>4</sup> Michael Rollins. "Library Grant Slated to Serve Pacific Rim," *Oregonian*, April 1987, pp. unknown.

<sup>5</sup> kirstedw@kcls.org

<sup>6</sup> You know who you are, too.



Kirsten Edwards

## People and Places

**Neill Public Library** received a \$10,000 grant from The Paul G. Allen Family Foundation to enhance and promote readers' advisory services. The library will purchase NoveList Complete and NextReads databases and bring *Library Journal's* 2011 Librarian of the Year Nancy Pearl to Pullman on April 11<sup>th</sup>. Ms. Pearl will conduct a training workshop for staff in the morning followed by a public program in the evening. The final component of this grant will include a regional readers' advisory summit with local libraries.

**Angelina Benedetti**, Library Cluster Manager in the King County Library System, is the 2011 recipient of the Public Library Association's Allie Beth Martin Award. This award "honors a librarian who, in a public library setting, has demonstrated extraordinary range and depth of knowledge about books or other library materials and has distinguished ability to share that knowledge."

**Whatcom County Library System** has been awarded \$25,000 to continue the work begun in 2010 in community relationship building between libraries and low income and minority residents. The emphasis is on encouraging and supporting self-sufficiency through library resources and training in computer use and job search skills. Cooperating in this project are WorkSource, Western Washington University Service Alternatives, Whatcom Literacy Council, Whatcom Community College, Bellingham Technical College, SCORE, and Opportunity Council. This grant is supported with Library Services and Technology Act funding provided by the federal Institute of Museum and Library Services through the Wash-

ington State Library, a division of the Office of the Secretary of State.

### **Whatcom County Library System Checks Out Meters to "Kill A Watt"**

Learn which appliances are hogging the energy with a "Kill A Watt" energy detector you can check out with your library card. Just plug it into the wall, and then plug your refrigerator, TV, or other appliance into the meter. You'll get a read-out of the number of kilowatt-hours that are being used by the appliance. You can use that information and your electric bill to figure out how much a particular appliance costs to run. The library has 2 meters to loan at this time, donated by the Whatcom County division of Washington State University's Cooperative Extension Service.

### **Whatcom County Library System Launches New Library Catalog**

The Whatcom County Library System has implemented an innovative new library catalog to make finding library materials easier, faster, more intuitive, and a lot more fun. Go to [WCLS.org](http://WCLS.org) and click on "The New Library Catalog" to try it out today.

The new catalog allows users to have a deeper and richer experience by adding their own comments, reviews, and links to the library materials. And since the catalog is also used by other library systems (The Seattle Public Library, for example), it already contains a wealth of user-driven remarks and recommendations. First time users will be asked to register using their library card number and PIN.

## SNAPSHOT:

ONE DAY IN THE LIFE OF WASHINGTON'S PUBLIC LIBRARIES  
TUESDAY, APRIL 12, 2011



### **Washington Library Snapshot Day**

Library Snapshot Day provides a way for libraries of all types across the state of Washington to show what happens in a single day. This initiative provides an easy means to collect statistics, photos, and stories to help us show the value of libraries to decision-makers and to increase public awareness. Remember, part of the key here is to keep data collection simple and consistent across libraries, and across the state.

#### **How does Library Snapshot Day work?**

Washington's Library Snapshot Day is Tuesday, April 12. Promote this day to your community and/or students and faculty. Let them know you'll be 'snapping' a shot of the library's activities that day. It's our way of asking patrons to say "cheese!"

**Join our Wiki!** <http://walibrarysnapshot2011.wikispaces.com/Public+Libraries>. Here you'll find all sort of useful tools such as "How to Participate" document, snapshot day graphics, press releases, data collection forms, and more!

# WLA Communiqué

## *In Memoriam:*

### Dorothy Doyle, 1915–2010

by Janet Blumberg, Kristy L. Coomes, and Shirley C. Tucker

Dorothy Doyle, who joined the Washington State Library in the mid-1950s and was a major force in building larger units of service, passed away on October 13, 2010. She was a remarkable woman and librarian, a WLA Emeritus Member, who was devoted to people, libraries, and the joy of literature.

Shirley Tucker, former WLA President, said about Dorothy at a life celebration on November 7 in Lacey, Washington: “As a young librarian attending library gatherings, I used to listen for Dorothy’s laugh. Dorothy was not a ‘tee hee’ person, nor a giggler, not even a chuckler. Her laughter was a joyous roar echoing through the crowd. For me this is a symbol of how she lived: with endless energy, dedication, loyalty, love, and, yes, laughter.”

Dorothy, who was called “DD” by many, worked with State Library colleagues Dorothy Cutler (Chief of Library Development), Maryan Reynolds (State Librarian), and many others to transform library service in Washington. Waters were seldom smooth, but they pursued their vision of expanded, improved, and modern library service. The results are evident today.

When money from the federal Library Services Act of 1956 became available, the State Library began a series of demonstrations to show communities what modern library services could be. In order to continue services after the demonstration period, voters had to approve moving the new library services to local tax rolls and in 100% of the cases, the local tax support was approved. Demonstrations included North Central Regional Library, Sno-Isle Regional Library, and Timberland Regional Library. Dorothy was everywhere, meeting with local librarians, friends-of-the-library groups, local government officials, and groups of people who wanted to know how they could improve their library services. She carried the vision. She outlined the savings achievable and service improvements possible by combining libraries into larger units. She soothed ruffled feathers. She educated the doubters and bucked up worried supporters.

DD, who always kept her Boston accent, earned her Bachelor of Science degree in 1937 from Simmons College and worked at the Philadelphia Free Library and the New York Public Library. In 1946 she worked as a civilian for the U.S. Navy in Guam providing library services. In 1947 she became the first County Librarian of the newly formed Tillamook County Library in Oregon. The library’s history states, “Her enthusiasm for providing library materials to isolated farm patrons and establishing library branches provided the framework for the countywide library system in place today” (<http://www.tillamook.plinkit.org/about-us>). From 1952–1955 she was a supervising librarian in the Army Special Services Division that provided library services to troops. DD’s evaluation by the Chief of Library and Service Club Branches read in part: “Miss Doyle was chiefly instrumental

---

*Janet Blumberg is a long-time friend and former co-worker of Dorothy’s at the Washington State Library. Kristy L. Coomes is retired from the State Library and has held a number of positions within WLA. Shirley C. Tucker is a retired director of Mid-Columbia Library and a former WLA president.*



Dorothy Doyle



Dorothy Doyle in 1955, leaving service overseas


in the successful expansion of the Army library program and facilities in France from six libraries with a book stock of 18,721 volumes in 1952, to 29 libraries with 86,886 books in 1955. Miss Doyle was one of the outstanding librarians in the Army Library Services.”

Dorothy worked constantly with small libraries in Washington, helping them to understand what was possible. Among her tasks was teaching how to “weed” a library collection. Once, as she was weeding the Omak Library children’s collection, a woman said the books should be saved. Dorothy asked the woman if she would want her child to have them. The answer was a resounding “No!”—but that the books were good enough for the Indians. Dorothy’s reply was that if the books weren’t good enough for her family, they certainly weren’t good enough for Indians or anyone else!

Dorothy worked tirelessly teaching more effective methods to improve libraries and helping people solve local problems. She mentored young librarians. She often invited librarians to stay in her home and produced wonderful meals when their work called them to Olympia. In retirement she continued sharing her love of books and stories by volunteering to read and tell stories to nursing home patients.

Dorothy loved traveling. When she wasn’t crisscrossing Washington State she might be found riding a camel in Egypt or an elephant in India, trekking in Nepal, riding a train across Russia, or staying in a yurt in Mongolia. It was nearly impossible to find a place on the world map that Dorothy hadn’t visited.

For many years one of Dorothy’s job responsibilities was attending conferences, including ALA, PNLA, and PLA, as well as visiting graduate school library programs to interview newly graduated librarians who might be candidates to fill Washington’s vacant library positions. Library directors trusted her to represent their interests and identify good candidates. It’s doubtful that even DD knew how many librarians migrated to Washington as a result of her contacts.

Dorothy requested that any remembrances in her honor be made to a charity of the donor’s choice—perhaps WLA members might consider donating to the WLA Scholarship Fund in order to bring even more talented young librarians to our libraries. 

# The Learning Curve

## Sustaining Online Training

by Kate Laughlin

A year has passed since the Washington Library Association first offered its institutional members the opportunity to participate in a group purchase of Elluminate subscriptions. Since then, Elluminate has become the go-to virtual space where WLA's leadership, committees, and various interest groups (IGs) hold the majority of their meetings, and its use is increasing steadily. According to WLA Executive Director, Dana Murphy-Love, all nine libraries that entered into this pilot collaboration last year chose to renew their subscriptions to Elluminate. Even the Pacific Northwest Library Association elected to join in the group purchase this year after experiencing firsthand how it aided in planning last year's joint PNLA/WLA Conference in Victoria.

While having WLA take the lead on this effort certainly helped advance our association's abilities to include participation from all parts of Washington, it has also made clear the need for better technical support in order for Elluminate's use to be widely sustainable.

As anyone who ever attended an interactive online meeting or training event knows, glitch happens. You or your colleagues have certainly fallen prey to any of a host of "technical difficulties." One time it's a problem with your computer's version of Java, another time it's your Internet connection. You finally have no problems yourself, but another participant causes an echo for everyone else in the room. Sometimes it is the presenter who is afflicted by technical gremlins. Whatever the issue or its cause, it is how well supported an online event is by its production team that will primarily determine how much glitch happens during the event, and how quickly it is resolved.

Did I say "production team"? Yes. Unless holding a small, collaborative meeting of a few virtual space aficionados, a production team is needed to ensure a successful online event. The bigger the meeting or more complex the use of interactive tools, the higher the Glitch Factor. It is not enough to simply have access to a virtual meeting space. It isn't even enough to be a savvy presenter familiar with online venues. No matter how good the content of a virtual



Kate Laughlin

meeting or learning event, if it is riddled with technical difficulties or the presenter is distracted trying to help someone get logged on, the other participants will not have a fully successful experience. All it takes is one attendee with a small issue to derail an entire meeting if there is no one there whose job it was to avert common issues from the start, and then assist the attendees in determining and solving problems that may arise.

For any online event, the ideal arrangement is to have a production team of no fewer than three people on separate computers. They do not need to be in the same location. The name for each of these three roles differs depending on what you're reading or who you talk with, but since I received my Synchronous Facilitation Certification through InSyncTraining, LLC, I use their terminology. During online events, the

Presenter or Facilitator (in the case of meetings) is the main person sharing content to meet the informational needs of the attendees. A second person, the Producer, supports the Presenter in various ways, such as moderating chat, advancing slides, and other tasks that allow the Presenter to remain audience-focused. A third person acting in the role of Technical Support is crucial for avoiding common issues from the start, and setting participants up for success. Once an online event is underway, well-trained tech support is able to discreetly assist a participant with a glitch without taking everyone else in the room on their diagnostic journey. This may include accompanying an attendee into a separate virtual room to solve their issue privately before returning to the main room.

The problem is, that's a tall order much easier asked for than accomplished. WLA, being a statewide, almost entirely volunteer organization, doesn't currently have the structure or staffing in place to provide production team support for every WLA-related online meeting and event. And as our community often does, members here and there have stepped up to help each other where they can.

*Continued on page 28*

Kate Laughlin is the WLA program coordinator.

# The Learning Curve

*Continued from page 27*

With the greater availability of online events and our growing comfort with the virtual format, the number of WLA members who are becoming competent Presenters and Facilitators is steadily increasing. We have members who are willing to volunteer their time to facilitate meetings, but what we have yet to see blossom is a collection of knowledgeable Producers and Tech Supporters ready to lend a hand.

The current lack of any formal production team assistance, and especially that role of tech support, is not just an issue for WLA's own internal use of Elluminate, nor is it just an issue for individual members or IGs. Imagine you're a small, one-branch library, and you would like to organize and host an online meeting around outreach for youth-at-risk, inviting all the YS library staff in your corner of the state. Luckily, you have access to an online room through WLA, but your IT Department consists of one part-time librarian and a teen volunteer. This is not just a conundrum for the smaller libraries that purchased Elluminate subscriptions along with WLA. All of our members have the benefit of using an Elluminate room purchased for WLA or library use. But again, without a system for production support in place, this exciting benefit comes with its own set of issues.

Even the libraries that are large enough to have IT departments face the significant job of building solid infrastructure for Elluminate's internal use, and acceptance of the virtual format within their own staff cultures. Some WLA member libraries are large and invested enough to have trained IT staff have already been providing support for online meeting a some time now. Many libraries are taking advantage of the plentiful online learning opportunities available through multiple sources, but some member libraries are beginning to test the waters for the internal use of Elluminate for staff training, and perhaps eventually for patron training. For example, Pierce County Library System, after holding many successful staff meetings via Elluminate, are preparing to launch a staff reference training project using a blended online and face-to-face approach. PCLS Library Trainer Kari Kells noted, "We suspect that much of our future training will be virtual, so this course is a way to burst through the online learning curve."


Like PCLS, WLA's leadership and many of its members have become proficient over time in the use of Elluminate for meetings. WLA's interest group WALT (WA Library Trainers) has been holding online meetings for years. So how do we create a sustainable internal structure that would provide the wider support necessary to increase and expand Elluminate's use? It was this question that kept looping through my mind when I started talking

with Betha Gutsche, active WLA member and Program Manager for WebJunction, about how we could begin growing experienced production teams. I shared with Betha a recent discussion held at a WLA Board meeting about a potential "open call" for volunteers willing to act as support during Elluminate events. We talked about that and decided it might create more problems than it solved. For instance, how could we be sure a volunteer actually had the competency for the job? That was not an answer we wanted to learn during an event.

Our brainstorming continued as we considered the possibility of requiring volunteers to first complete some training before acting as tech support. There are excellent facilitation and moderation training resources available via Elluminate's website, but not specifically in the area of tech support. Pretty soon, our conversation expanded to include Betha's coworker and fellow WLA member, Jennifer Peterson, WebJunction's Community Manager. Jennifer spends a great deal of her time in virtual venues. It was not long before the three of us were sketching out a plan for providing WLA members with a guided series for becoming competent in tech support for Elluminate events. Jennifer shared, "We've seen huge improvements in online conferencing tools in the past 5 years and it's become so much easier for people to connect and collaborate online."

At *Alki* press time, the details of this plan are still taking shape, but it's exciting! We imagine using a blend of the training resources available on Elluminate's own website, with facilitated online workshops held in between that allow participants to test new skills, practice with each other, and ask questions in a safe environment. Once the series is completed, "graduates" would have the competency necessary to act as volunteer producers or tech support for online meetings and events. This not only will be an asset to the wider WLA community, but also, in the case of smaller libraries, will really help bridge the lack of proper IT support when it comes to the use of Elluminate.

This is exactly the kind of well-rounded collaboration that can make all the difference: WLA willing to provide some tools and staff time; individual members willing to invest their knowledge and effort; and, just as essential, employers willing to support their staff members' participation in WLA efforts. Jennifer affirmed this grassroots commitment in a recent email: "As true stewards of this technology, we can enable broader and deeper WLA member collaboration."

I could not have put it better myself. 

Libraries take



Yakima  
2011



Please join us!

# 2011 WLA Conference | April 6 - 8

## Keynote Speakers



Welcome Breakfast Speaker

Thursday, April 7

~ *Naturalist and writer,  
Lyanda Lynn Haupt*



Banquet Speaker

Thursday, April 7

~ *Pulitzer Prize-winning reporter  
and author, Timothy Egan*



CAYAS Breakfast Speaker

Friday, April 8

~ *Award Winning Novelist,  
Chris Crutcher*

For More Information and registration, go to:  
[www.2011wlaconference.wla.org](http://www.2011wlaconference.wla.org)

## Schedule Of Events

### Wednesday, April 6

8:00 am – 7:00 pm	Registration Desk Open
9:00 am – 4:00 or 4:30 pm	Pre-Conference Sessions
9:00 am – 5:00 pm	Tourism Opportunities
1:00 pm – 4:00 pm	WLA Board Meeting
7:00 pm – 8:30 pm	Meet and Greet Reception
8:30 pm – 11:00 pm	Society Gaius

### Thursday, April 7

7:00 am – 5:30 pm	Registration Desk Open
8:00 am – 9:45 am	Welcome Breakfast & Keynote by: Lyanda Haupt
10:00 am – 10:30 am	Break in the Exhibits
10:00 am – 10:30 am	Spotlight on Success! Presenters Showcase
10:30 am – 11:45 am	Morning Sessions
12:00 pm – 2:00 pm	EXHIBITS/Lunch on Your Own
1:30 pm – 2:00 pm	Spotlight on Success! Presenters Showcase
2:00 pm – 3:15 pm	Afternoon Sessions I
3:15 pm – 3:45 pm	Break in the Exhibits
3:15 pm – 3:45 pm	Spotlight on Success! Presenters Showcase
3:45 pm – 5:00 pm	Afternoon Sessions II
5:30 pm – 6:30 pm	Exhibits Reception
7:00 pm – 9:00 pm	Banquet & Keynote by: Tim Egan

### Friday, April 8

7:00 am – 5:00 pm	Registration Desk Open
8:00 am – 9:45 am	ALA/PNLA Breakfast
8:00 am – 9:45 am	CAYAS Breakfast & Keynote by: Chris Crutcher
10:00 am – 10:30 am	Spotlight on Success! Presenters Showcase
10:00 am – 10:30 am	Break in the Exhibits
10:30 am – 11:45 am	Morning Sessions
12:00 pm – 1:45 pm	WLA Awards Lunch & Business Meeting
1:45 pm – 2:15 pm	Exhibits Finale
2:15 pm – 3:30 pm	Afternoon Sessions I
3:45 pm – 5:00 pm	Afternoon Sessions II
8:00 pm – 10:00 pm	Presidents' Reception

# I'd Rather Be Reading

## Letters to Three Librarians

by David Wright



Once again this winter I sent the students in my Readers' Advisory class out amongst us, to libraries across the state and beyond to ask for help in finding something good to read. And once again their experiences ranged from inspiring to exasperating. From the dozens of narratives I received, three hypothetical librarians have emerged. To protect their hypothetical anonymity, I'll call them X, Y, and Z.

*Dear Librarian X,*

*I don't know just what has led you to where you are, but may I remind you that the library you work in belongs to its patrons? You know—all those people you may have noticed from time to time milling around, trying to use the library? They are not just some regrettable distraction cluttering up your workspace. They are your employers. They're the reason you have a job.*

*Also: when it comes to recommending books, your own interests and opinions matter a lot less than you think they do. That last patron (my spy) didn't really need to know about your favorite science fiction author; she was thinking of something more in the romantic comedy vein. Which, by the way, is still a question you're supposed to help with, despite your abrupt assertion that you "don't read that stuff." Would you decline to answer a reference question about dogs because you're a cat person?*

*And if you cannot control your prejudices about other people's tastes, can you at least learn to control your facial expressions? When she shared what she loved and you rolled your eyes at it, the whole library was devalued for her. She won't be back to your branch, ever. The good news is, there don't seem to be all that many of you out there, but you have a big effect, so please pay more attention to your patrons, and if you can't help them at least help them to find someone who can.*

*Or consider another line of work.*

*Dear Librarian Y,*

*Thank you for all that you do to make your library such a warm and welcoming place for readers. When you reached out and offered assistance to my informant as he browsed your charming display, you made it abundantly clear that the library was at his service, and was so much more than a warehouse. You won a convert for libraries and, in this particular case, inspired a future librarian.*

*The conversation you had with him was something to aspire to: your unfeigned enthusiasm for his interests; the way you deftly combined your own knowledge and other resources to come up with an array of suggestions that fit his taste yet opened up new possibilities; your determination to follow up with him even as other questions intervened, making sure he was satisfied and would be back to pick up this conversation where it left off.*

*But the main thing I want to thank you for is that you listened. You really heard what your patron was saying. You may not realize how rare that is, and what a difference it makes. It is clear that you've discovered the great secret of serving readers, which is that it is fun, and that is its own reward.*

*Thanks!*

David Wright is a readers' services librarian at the Seattle Public Library's central branch, a member of the Readers' Advisors of Puget Sound, and writes columns and reviews for Booklist, Library Journal, and the NoveList database. His library's blog is called Shelf Talk (<http://shelftalk.spl.org>).

*Continued on next page*

Continued from previous page

Hey, Librarian Z,

*Rough day, huh? I know, it seems the more work we have to do, the fewer people we have to do it. Hang in there, and take your vacation time. You deserve it.*

*I just wanted to let you know I appreciate your effort to provide readers' advisory to your patrons. I know how challenging it is and just how blank your mind can go when somebody asks. I also know your bosses haven't provided much training in this or clarified their expectations about serving readers, so it is all the more impressive how game you were to give it your best shot.*

*Your commitment to serving readers shows you have the makings of an excellent advisor. The trick is that your very desire to be helpful can sometimes get in your own way. I have this same problem myself: our all-too-common weakness of jumping in to help before we fully understand a patron's needs. So when you eagerly fired up your databases and tools, your intent silence left your patron behind, and you failed to tap into the most important resource of all: her reading experience.*

*Relax. Take your time, and indulge a bit more in the initial conversation. Readers' advisory isn't as tidy as a reference question. Your goal is to develop an ongoing relationship with the reader, learning more about her taste over time so you can come up with good ideas for her not just this minute, but for years to come. I can suggest some good books and articles with helpful techniques, but you might also ask your manager for an opportunity to have readers' advisory training. In readers' advisory, we're all continually learning something new, which is what keeps people like you and me going.*

*I hope this doesn't seem forward, but you just seemed like the kind of person who values constructive feedback, and I hope you'd do the same for me.*

Yours, etc. 

## Energizing Friends, Foundation, and Trustees: Yes to Libraries!

April 6, 2011, 9:00 AM – 4:30 PM  
Yakima, Washington

Registration: <http://2011wlaconference.wla.org/>

Immerse yourself in a day of learning and networking with your peers from around the state. Join other library advocates and volunteers for this retreat-style preconference that offers participants 4 workshops to attend over the course of the day, with 3 sessions to choose from within each (see matrix below). No matter how it is you support libraries, we have a customized day of learning for you! Session topics include Board Orientation, Advocacy, Strategic Planning, Lobbying, Foundation Planning, Open Government, Library Law, Recruiting and Energizing Friends and Volunteers, Intellectual Freedom, Robert's Rules of Order, Fundraising, and more! You'll enjoy a networking lunch together during this dynamic conference-within-a-conference, sponsored by WLA's interest group, WLFFTA (WA Library Friends, Foundation, Trustees and Advocates).

Time	Program Track #1	Program Track #2	Program Track #3
9:00-10:30		New Board Member Orientation	Advocacy For All
10:30-10:45	break	break	break
10:45-12:15	Strategic Plans that do More than Sit on a Shelf	Robert's Rules of Order: A Primer	Creating a Library Foundation: Your Magnum Opus
12:15-1:15	lunch	lunch	lunch
1:15-2:45	Open Public Meetings Act	Library Law	Reenergize, Recruit & Recognize Friends: The 3 Rs
2:45-3:00	break	break	break
3:00-4:30	Intellectual Freedom 101	Library Lobbying in the Legislature: Nuts & Bolts	Advocacy For All

### Speaker(s):

Carolyn Petersen, Assistant Program Manager, Library Development, Washington State Library  
Christina Nofziger, Library Assistant, Kitsap Regional Library  
Suzanne Christman, Library Assistant, Kitsap Regional Library  
Mike Wirt, Director, Spokane County Library District  
Sandra Kernerman, Director of Development, Spokane Public Library  
Lizz Roberts, Community Relations Coordinator, Whatcom County Library System  
Jeanne Thorsen, Executive Director, King County Library System Foundation  
Julie Brand, Community Relations & Marketing Director, King County Library System  
Daniel Gottlieb, Attorney, Gottlieb Fisher, PLLC  
Angela Benedetti, Library Cluster Manager, King County Library System  
Tim Ford, Open Government Ombudsman, Washington State Attorney General  
Rick Smithrud, Director, Fort Vancouver Regional Library Foundation  
Dana Murphy-Love, Executive Director, Washington Library Association  
Mary Campbell, Managing Librarian, Sno-Isle Libraries  
Jonalyn Woolf-Ivory, Director, Sno-Isle Libraries

## WLA Thanks Our Institutional & Business Members

### Business Members

Eastern WA University Friends of the Library  
Federal Way Libraries  
Friends of Liberty Lake Library  
Friends of the Aberdeen Timberland Library

Friends of Whitman County Library  
ORBIS Cascade Alliance  
Washington State School for the Deaf

### Institutional Members

Asotin County Library  
Bellingham Public Library  
Big Bend CC Library  
Clark College Library  
Clover Park Technical College Library  
Columbia County Rural Library Dist  
Eastern Washington University Libraries  
Ellensburg Public Library  
Everett Public Library  
Fort Vancouver Regional Library District  
Gonzaga University/Foley Ctr. Library  
Highline CC Library  
Holman Library/Green River  
Community College  
Jefferson County Library  
King County Library System

Kitsap Regional Library  
La Conner Regional Library District  
Longview Public Library  
Lopez Island Library  
Lower Columbia College  
Mid-Columbia Library  
Neill Public Library  
North Central Regional Library  
Orcas Island Library District  
Pierce College Library  
Pierce County Library System  
Puyallup Public Library  
San Juan Island Library  
Seattle Central Community College  
Seattle Public Library  
Sedro-Woolley Public Library

Skagit Valley College/Norwood  
Sno-Isle Libraries  
Spokane County Library District  
Spokane Public Library  
Stevens County Rural Library  
Timberland Regional Library  
University of Washington Libraries  
Upper Skagit Library  
Walla Walla Community College Library  
Walla Walla County Rural Library District  
Washington State Library  
Washington State University - Vancouver  
Whatcom County Library System  
Whitman County Library  
Yakima Valley Community College  
Yakima Valley Libraries