

NSCLS News & Notes

When It Comes to Library Displays, “Play it Forward”

We all like to see library materials circulate. There are some tricks to promoting circulation. In a recent article titled “What Libraries Can Learn From Book Stores,” the art of effective displays was revealed. It seems simple, but point #1 is that



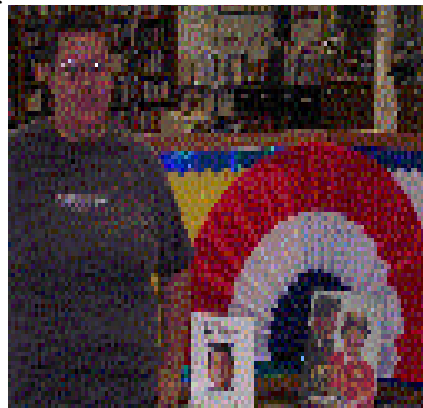
Display at the Chico Branch Library

displays need to be in high traffic areas, especially toward the front of the library. Research has shown that books on display near the front desk check out 300-1000% more than books on the shelf. The very best area in the front is 5-20 steps inside the front door and to the right. That’s how book stores display. At Barnes and Noble stores, a customer can get 10 steps inside and read a hundred book titles. To do that in most libraries would require binoculars! Often there is only open space in what is prime display area. Displays that use blocks and other means to raise the level of items to between waist and eye level are also more effective. Books flat on a table are, well, flat. Many libraries are limited by their layout or space constraints so that front displays are not possible but maybe end panel displays are. Retailers claim that end panel displays sell more items than those on similar-sized shelves in a range. Slatwall end panels or small carts are useful to display books at shelf ends. Increasing circulation and customer satisfaction is a rewarding and fascinating topic. Librarian Sharon Baker made library material promotion the subject of her dissertation. See “Why Book Displays Increase Use; a Review of Causal Factors” by her in *Public Libraries*, Summer, 1986. For further research, try the subject of “Library Exhibits.”

Other sources of information on material displays are:

<http://www.ckls.org/~crippel/marketing/bookstore.html>

<http://www.asla.nsw.edu.au/disphint.htm>



Deana Floyd from Willows Public Library

Summer 2004

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Infopeople Workshops: An Update



Since the last newsletter published in March, there have been 8 Infopeople workshops held in North State libraries. These workshops were chosen by North State librarians and were provided free as part of this year's Rural Library Initiative Grant. Over 100 staff from 12 library jurisdictions attended these outstanding training sessions. All workshops were well received and beneficial. There was especially high praise for the Intermediate Word session at Chico Branch on May 27.

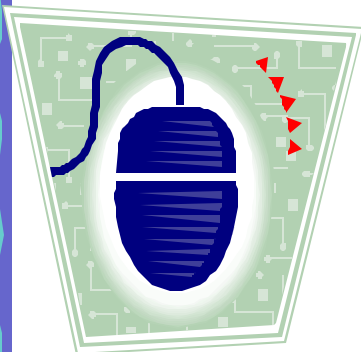
“With up to 20,000 people arriving in Modoc County over the next several days for the week-long Rainbow Family Gathering, the InFoPeople's Mastering Tough Public Situations workshop was extremely timely. Cheryl Gould's training session was excellent. And the valuable handouts provided make it possible for the two of us who attended to share the techniques we learned with the rest of our staff. The workshop packet can easily be the basis for several in-house customer service trainings”.

- **Cheryl Baker**, Modoc County Library

Brenda Crotts, Oroville Branch, Butte County Library, writes about two workshops she attended:

More Than letters Booklists: Intermediate Microsoft Word

Our instructor for the day, Sarah Houghton, provided us with easy to follow instructions for dealing with aspects of Microsoft Word which seem to drive most of us crazy --- like all the “auto” assistance the software thinks you need. Now I can turn off the “assistance” which used to take me forever to try & delete from my document. How to work with a cooperative document – to highlight text, insert and manage comments, track changes made in the document and send the document around as an email attachment will be useful for many committee collaborations.



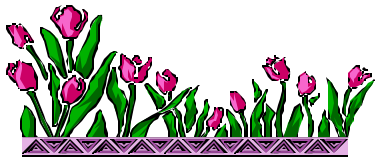
Providing Homework Help at the Library

Patty Wong oozed enthusiasm. She provided information on setting up no/low cost, intermediate level, and high level homework help centers in any library. When she told us how well behaved the students were in the library after being involved with a library homework center, I was sold on the concept!

Butte County Library, Oroville Branch is planning for a low level center for fall 2004. All you need is a table students can use for a couple of hours on two or three days of the school week; a book truck on which to place an encyclopedia, multiple copies of dictionaries and thesauri, almanacs, calculators, office supplies, pencil sharpener, laminated multiplication tables, games; and a volunteer adult to assist and monitor activities. Drop in or sign-up sheets, but no registration.

Patty gave us many ideas for locating potential funders for assistance with supplies, staffing, refreshments, and occasional programs/organized activities.

I have an extra handout from each of these workshops. If anyone in NSCLS is interested in reading about either one in greater detail, just let me know. - Brenda Crotts lib@buttecounty.net



A Farewell for Marian from Nancy Brower

There once was a librarian named Marian who lived in the winter cold country of Chicago. Marian and her husband Tom had dreams of retiring to the warm, sunny land of Northern California in a few years. However, one chilly January day Marian saw an ad where the Cascade Pacific Library Network, newly formed in the retirement attractive land, was searching for an administrator to help propel it on its way. This opportunity would allow Marian and Tom to move to Northern California three years earlier than planned and give Marian a new challenge with which to end her active working career.

The required letter of interest, resume, and names and addresses of references were sent off, and soon after a call came asking Marian to interview for the position. The interview panel was most impressed with Marian's efforts to learn about the Library of California and CPLN as well as her job experience, and in due time an offer was made asking Marian to come join the Northern California library community.

The Midwesterner quickly became acclimated to California and won the hearts of all who worked with her. Even when the Library of California was beached by a financial drought, Marian kept her sense of humor and continued to work for the betterment of local libraries. Marian moved smoothly from CPLN to North State, taking over the administrative reins of the latter organization upon the retirement of its administrator.

Now it is time for Marian to rest from her daily labors in the library field, but we know that she will remain within our midst, always ready to support library causes and help keep the circulation numbers rising. We wish her many happy years of reading and enjoying California's sunshine, particularly during the winter.

CALIFA LIBRARY NETWORK "Serving all California Libraries" from Ray Van Diest, Shasta Union High School District Library

Queen Califa was an Amazon who, though etymologists cannot confirm it, became this state's namesake. On Monday, May 24th, the newly formed Califa Board met in San Mateo to initiate networked services for multitype libraries. The mission statement: "Califa provides cost effective delivery of services, programs, and products through a membership network of California libraries." Sounds simple and familiar, doesn't it? The concept of networking, despite the 2003 demise of the Library of California, is one solution to a balkanized patchwork of libraries in California. Califa is supported in part by the Institute of Museum and Library Services under provisions of the Library Services and Technology Act [<http://www.imls.gov/>]. Operations are handled by contract with the Peninsula Library System. Califa Group plans to be self-sustaining by the end of June, 2006.

Interested libraries and librarians may visit the Califa interactive Website, launched in May, at <http://www.califa.org/mambo/> to review membership, services, and benefits. At this time of library funding cuts, it would seem to be a counterintuitive moment to launch a library initiative, yet many libraries, cooperative library systems, and even the State Library have joined the Califa network in recent months.

Membership benefits include a 'Trading Post,' an 'Information Clearinghouse,' and discount pricing on databases, e-books, books, reference materials, supplies, furniture, and equipment. Services are evolving rapidly, thanks to the efforts of Roberto Esteves, Califa Services Coordinator. The staff of Califa is sharp and enthusiastic.

Visit their website and consider joining, won't you?

Spotlight on a CPLN Member

Orland Free Library Marilyn Cochran, City Librarian



Q. What is the official name of this library?

A Orland Free Library

Q. How long has the library been in existence and how long at this location?

A Library service began in 1911 with a reading room in a local hotel. Carnegie funds were used to build the original library in 1919. The present facility was built in 1971 (when the original building could not be expanded) & was remodeled in 1987 to make maximum use of its 5,760 sq. ft.

Q. How long have you been working here?

A Much to my surprise, I have been here since 1984.

Q. Where did you work before ?

A Prior to Orland, I worked in public libraries in Salinas, CA, Greeley, CO & Eugene, OR.

Q. How many other people work here?

A We have 8 staff members, including me, 5 full-time & 3 part-time.

Q. How big is your collection?

A 63,000 volumes, more or less.

Q. How many computers do you have?

A Thanks to the Bill and Melinda Gates Foundation and the CA State Library, we have 5 public internet access computers and 3 staff computers. The Friends of the Library recently purchased a computer for the use of the Children's Librarian.

Q. How would you describe your typical user?

A I doubt we have a "typical user", as I think is probably true of most public libraries. We have patrons of all ages, genders, interests, etc., etc. About one-third of our patrons are children. And, despite the common perception that libraries are used for leisure reading, our circulation tends to favor non-fiction for both adults & children.

Q. What is your favorite thing about working here?

A 2 favorites actually: I love choosing the books to purchase as building a good, solid book collection is so vital to our ability to serve the community. Also, I like working at the circulation desk—ours is a combined reference/circulation/computer monitoring one—as I get a good sense of what patrons want & how they perceive the library.

Q. What are your main services and programs?

A The usual, books, magazines, newspapers, books on tape, large print books, etc. Our Children's Librarian, Jody Meza, is revitalizing the children's services with new storytimes, programs, & displays & is organizing a Teen Advisory Group to expand outreach to teens.

Q. An interesting or unique fact about our library is?

A Following a 1968 agreement between Glenn County & the City of Orland, the county provides a portion of funding for library services to the northern half of the county. A similar agreement was reached with the City of Willows for library service to the southern county. Glenn is one of the few counties in CA without a county library.

Q. If you could change one thing about your job, what would it be?

A I would dearly love to have a stable source of funding, preferably funding that increased every year. I would like to find just the right means of communicating the importance of the library to the community & having it perceived as being a vital part of the infrastructure.

NEWS FROM OUR MEMBERS

Butte County Office of Education from Jacquie Foster

Federal Grant Brings Improvement to 10 Butte County Schools

In 2003, Butte County Office of Education (BCOE) Library Services was awarded a \$188,096 federal grant through the U.S. Department of Education's "Improving Literacy through School Libraries" (LSL) program to improve student literacy skills and academic achievement via increased access to up-to-date libraries and library materials, a well-equipped, technologically advanced school library media center, and collaboration with well-trained, professionally certified school library media specialists. The specific goal of the project was to improve student literacy with library resources that support CA K-8 state-adopted reading curriculum. Grant Project Coordinator/ BCOE Librarian Allison Waggener invited 10 local schools in five poverty eligible districts to share the benefits by participating with BCOE in a project known as Libraries LEARN (Literacy Encouragement and Achievement Rural Network). The participating schools include: Honcut, Helen Wilcox and Palermo (Palermo Union SD); Sierra Avenue, Poplar Avenue and Nelson Avenue (Thermalito Union SD); Concow and Spring Valley (Golden Feather Union Elementary SD); Berry Creek (Pioneer Union Elementary SD); and Feather Falls (Feather Falls Union Elementary SD).

The grant provided for additional professional staffing; in November 2003, School Library Media Specialist, Jacquie Foster, was hired to assist Allison in the implementation. Together they developed and presented a series of five full day workshops for teams of lead teachers, library paraprofessionals, and administrators from each of the ten participating schools. The trainings provided the knowledge base necessary for these teams to fulfill their collaborative role in the grant. After an initial orientation meeting, the trainings covered specific topics to fulfill the mission. The grant budget provided each Libraries LEARN school with \$2,000 for a new library computer, \$1,500 to extend hours of operation, and \$4800 to purchase library materials aligned to their reading curriculum, to electronic resources, or to advance technology to increase access.



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The LEARN project collaborated with the Butte County Library, Oroville Branch; and the local chapter of the California Reading Association (JWWRC), for this year's community Read Across America celebration. Also, Libraries LEARN supported the JWWRC Young Author Book Contest. At the schools, the LEARN librarians read stories, gave book talks, sponsored a "Dr. Seuss Reading Challenge" in which students read 100 books to commemorate Dr. Seuss's 100th Birthday, and honored top readers with certificates and parties. Allison and Jacquie are looking forward to another six months of grant activities which will include developing more literacy building projects and working more closely with the teachers and students to utilize the resources the grant has provided.

NEWS FROM OUR MEMBERS **Tehama County Library from Robyn Stuart**

Friday April 2nd the Tehama County Library system staff created and served a delicious luncheon in honor of their library volunteers. With a theme of April Showers the staff dressed in yellow slickers while the room was filled with clouds and rainbows, rain drops and umbrellas to the delight of all who attended.



The volunteers were each given a volunteer pin and Ray Schroff, library director presented each volunteer with a check representing the hours each worked over the past year. This years total hours were 2,235 hours at \$8.28 per hour. A total of \$18,506.00 not including benefits was saved for other library expenses.

Pat Brink, Carol Mieske, Clarisse Cottier and Sandy Tuttle



Butte County Library from Brenda Crotts

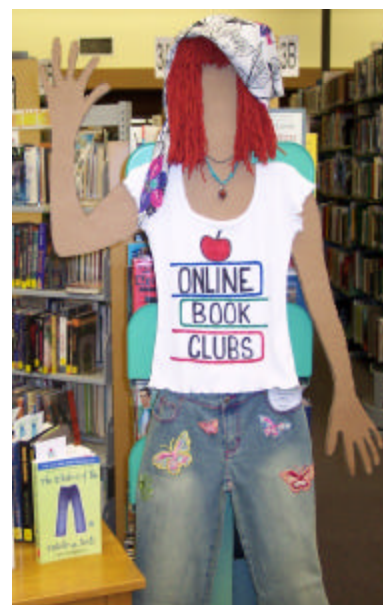
A new service available at the Butte County Library is giving the traditional Book-of-the-Month club concept a high-tech twist. It's a new kind of library outreach aimed at time-challenged, tech-savvy book lovers. Membership in the club is free, and participants do not have to be library-card holders. Library patrons can also participate using the free Internet and e-mail access in the library.

Every weekday morning, members of the new OnLine Book Club will receive an e-mail with a portion from a popular book. The daily e-mail is designed to take five minutes to read, with a new book starting every Monday. The service will give folks who don't have time to read, or simply don't know what book to pick, a new resource. The book club gives one a taste of what's out there without having to make a trek to the library or bookstore.

The OnLine Book Club allows members to sample up to 11 different categories of reading from fiction to nonfiction to self-help to business books through short, consecutive excerpts that appear in their e-mail accounts every morning. Often people become interested in the book and borrow it from the library.

Members are exposed to a minimum of 52 titles a year. If they pursue just one of those books, that's more than most people read in one year.

Anyone throughout North State can sign up for the OnLine Book Club at the Butte County Library web site: <http://www.buttecounty.net/BCLibrary/>



Focus on Youth



New Story Time Tools coming to North State:

A chameleon, a hedgehog, a jellyfish, a meerkat, and a ladybug will soon join the collection of North State Puppets housed at Siskiyou County Library's main branch. Members of the Children's Services Committee have selected a new batch of puppets. Curious George and a bevy of dinosaurs are some of the finger puppets that will be added as well. In addition to these new critters, two story time sing-along aprons have been ordered. From Childcraft, these aprons have deep pockets and come with soft figures that illustrate Old McDonald, BINGO, and Six Little Ducks. The Children's Committee will send out a memo when the new items are received and processed.



"Parents Encouraged to Use Libraries"

That was the headline of a June 3 article in the Sacramento Bee. Quotes from librarians were sprinkled throughout it. "Public libraries are an invaluable resource," says Jeralynn Krug. "Parents should take advantage of free library cards and story time activities available." Through such activities, children can learn about numbers, shapes, colors, music, and animals. Recommended books listed and published in the past few years are:

Book! By Kristine George
Everywhere Babies by Susan Meyers
Gossie and Gertie by Olivier Dunrea
Maisy Drives the Bus by Lucy Cousins
My Car by Byron Barton
Peek-a-Bo, You by Roberta Grobel Intrater
Peekaboo Morning by Rachel Isadora



Happy Trails to You
as Summer Reading
Programs Get a
Move On
This Summer!

Target Underserved Population FY 2003-04 Services to Individuals with Disabilities

The North State Council chose Individuals with Disabilities as the target underserved group of library users this year and also for next year. Each issue of the newsletter has had articles relating to service for this audience; the annual reference workshop addressed the topic as well. Two new video titles are being ordered for the North State collection. The spring issue of *netconnect*, a quarterly supplement to *Library Journal*, is all about adaptive technology (AT)—hardware, software, and equipment that insures that all can use library equipment and resources. In a text box titled "Create Your AT Program," it was highly recommended that teams of people that include library staff and individuals from the disabled community be the ones to develop assistive technology programs. That's what local libraries in Butte and Plumas Counties did this year with their state grants. As a result, the Chester Branch has many new items for the vision impaired, and Butte Co. libraries had handicapped-accessible doors installed and are offering a Books By Mail program. Once a team is organized, issues to keep in mind are:

- *Consider why the library is making assistive technology (AT) available
- *Decide who can use AT
- *Determine how the library will ensure that people who need to use AT will have priority use of the machines
- *Plan how you will train staff
- *Strategize with AT users and staff on how to market the program

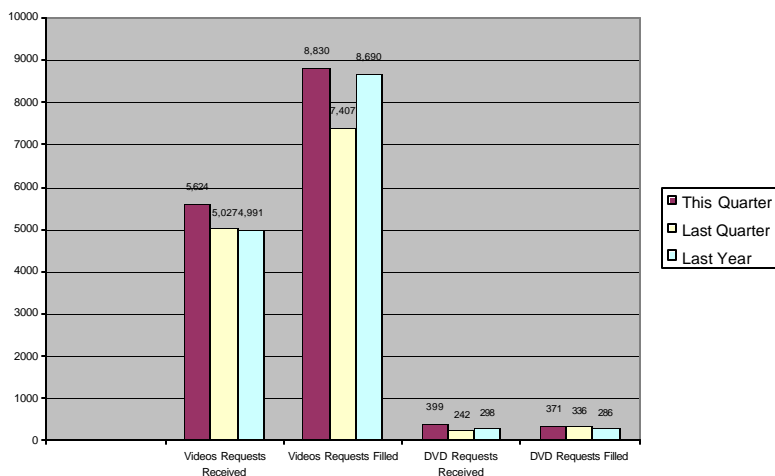
Measures will continue to be taken to raise awareness of and to share information among library staff on service to the disabled. Contact Brenda at North State if you are interested in seeing the entire spring issue of *netconnect*.

NSCLS Video/DVD Center Quarterly Report Third Quarter, 2003-2004 January to March 2004 from Brenda Stanbery

ACTIVITIES:

We have been stimulating the number of requests received by sending out fliers. We sent out two “New Video Titles Available” and a specialty flier entitled “There Is Always Time For Love” in February. There was also a “New DVD Titles Available” flier sent out in March. Our efforts helped to boost the number of requests received by about 11% for videocassettes and 39% for DVDs.

The number of videocassette requests received is up by 11% over last quarter and is up by 11% over the same quarter of 2002/03. The number of videocassette requests filled is up by 16% over last quarter and is up by 2% over the same quarter of 2002/03. The rotating video groups have rotated twice this quarter as opposed to once during the last quarter. The number of DVD requests received is up by 39% over last quarter and is up by 25% over the same quarter of 2002/03. The number of DVD requests filled is up by 9% over last quarter and is up by 23% over the same quarter of 2002/03.

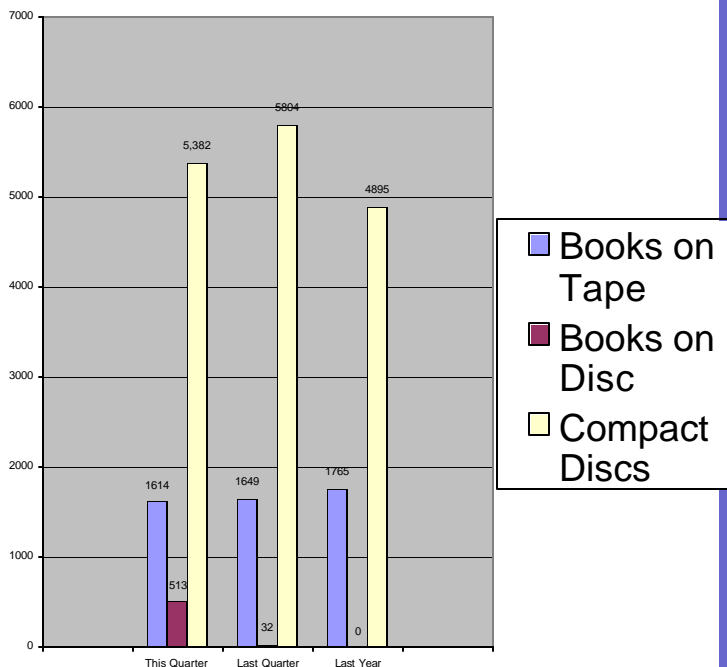


NSCLS Listen-In Quarterly Report Third Quarter, 2003-2004 January to March 2004 from Tom McElroy

Activities

The Spring Semester at Butte College is now in full swing, and we have been very busy indeed. The compact disc title suggestion campaign has been very successful. Thanks to all of you who took the time to send in new title suggestions for the compact disc collection.

More of our members have decided to drop out of the Tapes of the Month program, so we will continue the downward trend [audiocassettes]. There is a jump of 62% in audiodiscs from the previous quarter when Books on Disc were just getting started. Obviously the word is out. More new titles have recently arrived, and Sherrie is busy cataloging.



NSCLS System Reference Center

Third Quarter, 2003-2004

January to March 2004

from Laura Salisbury & Cheryl Turnbough

STATISTICS

During the third quarter, the Reference Center answered 124 questions. At the close of the quarter, there are two questions pending. The Thalia reference log indicates that 121 (97.6%) of the 124 questions answered were completed within ten days or less. This exceeds the California State Library criteria that stipulates that CLSA system reference centers must complete 70% of the questions received within ten working days.

Below is a list of resource materials purchased during the third quarter:

American Political Leaders
American Social Leaders and Activists
Dictionary of Historic Documents
Encyclopedia of AutoImmune Diseases
Encyclopedia of Ethnic Groups
Encyclopedia of HIV and AIDS
Encyclopedia of Infectious Diseases

Encyclopedia of Suicide
Encyclopedia of the Lewis & Clark Expedition
Facts on File Dictionary of Proverbs
Human Rights Violations
Quotable Saint: Words of Wisdom from Thomas Aquinas to Zita
U.S. Laws, Acts, and Treaties

Update on Rural Initiative

On May 14, a meeting was held to present specific details of next year's Rural Library Initiative grant to state library officials. Present were Diana Paque, Cameron Robertson, Tom Andersen, and Carla Lehn of the State Library and Susan Negreen of CLA. Marian Milling and Margaret Miles participated on behalf of North State. At that meeting the official logo was adopted. Also, Cameron Robertson praised the recent building grant application of Siskiyou County's Dorris Branch as an example of what a rural library can do. Finally, many ideas were generated from brainstorming about future needs and activities appropriate for the Rural Library Initiative. Here's the list:

- *Need to improve library awareness among adults
- *Have a Rural Library Initiative roundtable in CLA
- *Just as there are "necessary small schools" and funding for them, have "necessary small library buildings" and state support for them
- *Get involved with the already-existing Rural Caucus
- *Get rural librarians on the CLA Legislative Committee
- *Make attendance at Legislative Day possible virtually
- *Participate in CENIC
- *Include library volunteers in local Infopeople workshops
- *Promote libraries at local grocery stores



The purpose of the meeting was to thank the State Library for supporting the Rural Library Initiative, to share priorities, to demonstrate technology, and to think beyond the Rural Library Initiative as it currently is. Dan Theobald was videoconference technology coordinator for this event.

Meetings & Workshops

September 10 Children's Services Committee Annual Workshop
September 17 NSCLS Council and SAB meetings, Weaverville
November 12-15 California Library Association Annual Conference, San Jose