News from the South Carolina Library Association v.4 n.3 07/2006

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Abstract

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Keywords

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NATIONAL LIBRARY LEGISLATIVE DAY

By Camille McCutcheon

On May 1 and 2, 2006, fourteen librarians from South Carolina attended ALA National Legislative Day in Washington, DC. This year, SCLA was one of the sponsors for National Legislative Day. We joined over 525 librarians from 47 states in advocating for library funding as well as for other issues that impact libraries.

On the evening of Sunday, April 30, members of the delegation had dinner and discussed the itinerary for the next two days. On Monday, May 1, at the Holiday Inn on the Hill, we attended an orientation sponsored by the ALA Washington Office and were briefed on the legislative and funding issues facing libraries.

On Tuesday, May 2, we visited the eight Congressional offices and expressed our legislative concerns. In most cases, we met with Congressional office staff members. However, we were able to speak with 2nd Congressional District Rep. Addison G. "Joe" Wilson and 5th Congressional District Rep. John Spratt. While we were waiting to speak with Senator Lindsey Graham's legislative assistant, Mr. Graham returned to his office. He thanked everyone for

all of our efforts on behalf of libraries in South Carolina and posed for a group picture with the delegation.

Some of the issues that the S. C. Delegation members addressed included

- Funding the Library Services and Technology Act (LSTA) at $220.855 million.

- Funding the Literacy through School Libraries program at $100 million.

- Restoration of funding for EPA libraries.

- Restoration of funding for the National Historical Publications and Records Commission.

- Support of federal depository

(Continued from page 1)

libraries.

- Support of network neutrality in telecommunications reform legislation

- Support of "orphan works" legislation to facilitate the use of copyrighted works whose owners are difficult or impossible to find.

- Support of the E-Rate and Universal Service.

Left to right front row – Faith Line, Joyce Durant, Ida Thompson, Patti Butcher, Rep. John Spratt, Jim Johnson. Left to right back row—Bill Sudduth, Ellen Reynolds

The two day event ended with a reception in the Rayburn House Office Building. For additional information about these and other current federal issues affecting libraries, please see the web page for the ALA Washington Office. http://www.ala.org/ala/washoff

Members of the S. C. Delegation included Patti Butcher, Director of the S. C. State Library, Joyce Durant, Acquisitions Librarian at Francis Marion University and President of SCLA, Tom Gilson, Head of Reference Services, College of Charleston Libraries, Jim Johnson, Legislative Liaison, Steve Johnson, Gift Librarian, Clemson University Libraries, Faith Line, Director of the Sumter County Library, Camille McCutcheon, Coordinator of Library Instruction at USC Upstate and 2006 State Coordinator for Legislative Day, Ellen Reynolds, Cataloguing Specialist at the School of Medicine Library University of South Carolina, Elizabeth Shuping, Youth Services Coordinator, Horry County Memorial Library, Todd Stephens, County Librarian, Spartanburg County Public Libraries, Bill Sudduth, Head, Government Information & Microforms, Univer-

Left to right front row – Elizabeth Shuping, Patti Butcher, Ida Thompson, Faith Line, Joyce Durant. Back row – Martha Taylor, Jim Johnson

sity of South Carolina Thomas Cooper Library, Karen Swetland, Reference Coordinator, University of South Carolina Upstate, Martha Taylor, Library Media Specialist at McCants Middle School (representing South Carolina Association of School Librarians), and Ida Thompson, Director of Instruction Technology Services, Richland County School District One (representing South Carolina Association of School Librarians).

Members of the delegation agreed that meeting with our Congressional Representatives is an excellent way to keep them informed about legislation that impacts libraries, which in turn, affects the citizens of South Carolina.

It is important that librarians are knowledgeable about legislative issues affecting libraries, both on the state and on the federal level. The ALA Washington Office has a free e-mail publication called **ALA-WON**, which sends out alerts about pending legislation affecting libraries. Steps for subscribing to **ALAWON** are located on the ALA Wash-

POSITION YOUR LIBRARY FOR SUCCESS
by Stephen Mongelluzzo

NEWS FLASH!!! Because you have a good working relationship with the news media doesn't mean that you successfully deliver your library's messages. It means that you have a good working relationship with the media. Because you are re-laxed during media interviews doesn't mean you successfully deliver your messages. It means that you are relaxed during media interviews. There is only one way to consistently deliver your library's messages—through preparation. And remember…

Failing to prepare is preparing to fail.

It always amazes me how library directors (and many other library spokespersons) who are very successful in their careers, who meticulously prepare for a board meeting, or who will anguish over every word as they prepare a speech, will just "wing it" when they do a media interview.

Do you usually drop everything to do an in-terview when a reporter calls? Going into an inter-view, do you feel you are the best person to do the interview because you know more about your li-brary than any one else? Do you think to yourself, "I've done dozens of media interviews; I don't need to practice." (Sure, and I don't ever need the help of a reference librarian because I've used a library dozens of times. In fact, I worked in my college li-brary for three years.)

Do you develop messages for every inter-view? Do you develop messages for each program or service you publicize? Do you have talking pa-pers with messages on reoccurring issues? Do you anticipate sensitive issues you will be asked to ad-dress and prepare messages for each?

Failing to prepare is preparing to fail.

Yes, as famed UCLA basketball coach John Wooden constantly told his players, "Failing to pre-pare is preparing to fail." Did he mean that UCLA would lose every game? Of course he didn't. What he did mean was that in the close games against good teams, his team could lose if they were not prepared. UCLA teams had great talent; but, how many teams and athletes with great talent don't win? UCLA won 10 NCAA titles in 12 years because it was also the best-prepared team.

There are some very simple things you can do to position yourself and your library for success when dealing with the news media. Some can be done right now—before your next interview. Others should be done each time a reporter calls for an interview.

The following are a dozen steps you can take to ensure that you and your library will shine in inter-views.

1. ***Develop a media policy***. Most libraries have some kind of media policy. But is your media policy in writing? It should be. Your policy should specifically identify who may talk to the media, what issues they can address, who handles sensitive and controversial topics, and who talks to the me-dia in the absence of these individuals. If you have some employees who can talk to the media on cer-tain issues but not on others, include examples in your policy. For instance, if department heads can talk to the media about programs and services of-fered by their department but not about budget issues, specifically mention this limitation in your pol-icy.

Finally, you should communicate your policy to all employees regularly (at least once every year). Emphasize to your employees that they should immediately refer all inquiries from the media to the designated persons so they can respond with the most up-to-date, complete and consistent infor-mation in a timely manner. Even seemingly inno-cent questions can become full interviews for the unsuspecting.

2. ***Identify issues that the media may call you about.*** What issues, especially controversial and sensitive ones, might the media contact you about? The time to prepare for these issues is not when a reporter calls but when these topics are identified. Brainstorm with your staff. Are you pre-pared to talk about filtering or a reduction in library programs/services right now?

3. ***Identify issues you want to discuss with the media.*** Which programs and services do you want to talk to reporters about? Many of these are ones that you talk about every year. Others might be

ington Office Newsline web page. http://www.ala.org/ala/washoff/washnews/news.htm#sub Currently, the ALAWON emails are forwarded to the SCLAEXECS listserv, which is a mailing list for the SCLA Executive Board and officers of SCLA round tables, sections, and committees.

It is important to contact Members of Congress about legislation impacting libraries. Due to security concerns, the preferred contact methods include telephone, email, and fax. Contact information for South Carolina Members of Congress:

- **Senator Lindsey O. Graham**. Contact for library issues is Ms. Laura Bauld, Legislative Correspondent, Laura_Bauld@lgraham.senate.gov **Phone**: 202-224-5972 **Fax:** 202-224-3808

- **Senator Jim W. DeMint**. Contact for library issues is Ms. Jean Cecil Frick, Legislative Correspondent, Jean_Frick@Demint.senate.gov **Phone**: 202-224-6121 **Fax:** 202-228-5143

- **1st Congressional District**—Representative Henry E. Brown, Jr. Contact for library issues is Ms. Carrie Breidenbach, Legislative Assistant, Carrie.Breidenbach@mail.house.gov **Phone**: 202-225-3176 **Fax:** 202-225-3407

- **2nd Congressional District**—Representative Addison G. 'Joe' Wilson. Contact for library issues is Mr. Paul Callahan, Legislative Assistant, Paul.Callahan@mail.house.gov **Phone**: 202-225-2452 **Fax:** 202-225-2455

- **3rd Congressional District**—Representative James Gresham Barrett. Contact for library issues is Mr. David Black, Legislative Assistant, **Phone**: 202-225-5301 **Fax:** 202-225-3216

- **4th Congressional District**—Representative Robert D. 'Bob' Inglis. Contact for library issues is Mr. Flynn J. Cratty, Legislative Assistant, Flynn.Cratty@mail.house.gov **Phone**: 202-225-6030 **Fax:** 202-226-1177

- **5th Congressional District**—Representative John McKee Spratt, Jr. Contact for library issues is Mr. Joe Harris, Legislative Assistant, Joe.Harris@mail.house.gov **Phone**: 202-225-5501 **Fax:** 202-225-0464

- **6th Congressional District**—Representative James E. 'Jim' Clyburn. Contact for library issues is Mr. Danny Cromer, Chief of Staff, **Phone**: 202-225-3315 **Fax:** 202-225-2313

Left to right (front row) Tom Gilson, Ida Thompson, Senator Lindsey Graham, Elizabeth Shuping, Camille McCutcheon. (Second row) Faith Line, Martha Taylor, Karen Swetland, Steve Johnson, Joyce Durant, Ellen Reynolds, Bill Sudduth, Patti Butcher, Jim Johnson, and Todd Stephens.

GET THE WORD OUT

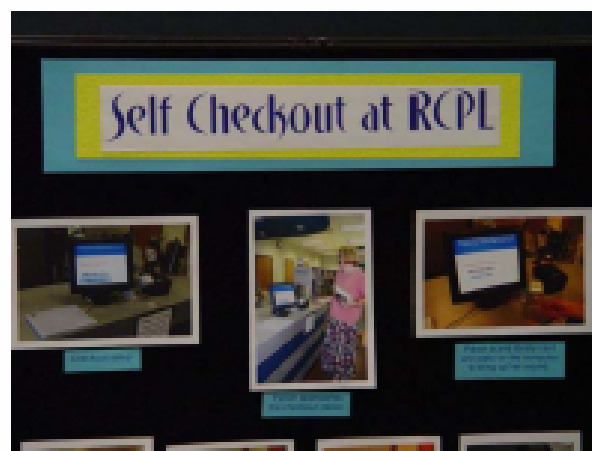## Poster Sessions at the SCLA 2006 Annual Conference

Registration information:

Poster sessions are an effective forum for the exchange of information and a means to communicate ideas, research, and programs.

Poster sessions may present any of the following:

- *a description of an innovative library program*

- *an analysis of a practical problem-solving effort*

- *a report of a research study*

Poster session from 2005 about the new self checkout system at Richland County Public Library

Poster session participants place materials such as pictures, data, graphs, diagrams and narrative text on boards that are usually 4' x 6' (dimensions and format may vary depending upon table display). During the time alotted for poster sessions, participants informally discuss their presentations with conference attendees.

Applications will be accepted by mail or fax (See registration form).

The deadline for submitting applications - September 1, 2006.

Visit scla.org for more information

Applicants will be notified after September 15, 2006 whether their poster session(s) have been accepted for presentation at the conference.

Poster sessions will be presented on Friday, December 1, 2006 from 8am-9am.

Poster session co-chairs: Burton Callicott (College of Charleston) and Dr. Curtis Rogers (SC State Library)

GET THE WORD OUT

one-time priorities. If providing a wide variety of high-quality programs and services to local residents is an important goal for your library, be prepared to discuss how your library adds to the quality of life at every opportunity, not just when specifically asked about this issue.

4. ***Develop messages for these issues***. Develop messages for each of the services, programs, or issues you have identified, and put them in writing. What actions do you want your readers, listeners, or viewers to take, and how will they benefit or prevent a negative consequence by taking these actions? Think of each message as the headline you want for the story.

5. ***Develop talking papers on recurring subjects***. Write talking points for those issues and programs that you will be discussing on a recurring basis. The talking paper should be a simple, one-page sheet with a bulleted list outlining the key points and your messages. You will find that many of these talking papers can be used from year to year with only minor updates. Do you have a talking paper for your library, for each department, as well as for each program or service?

6. ***Gather "memory hooks" on a regular basis***. Are you currently gathering success stories, quotations from authoritative sources, examples, analogies, and other "memory hooks" on a regular basis? You and each department should gather these on an ongoing basis so you will have them ready to use at a moment's notice.

7. ***Train your spokespersons, and this means you, too.*** Have you and other library spokespersons had media training? Or do you rationalize, "I've done dozens of interviews. I don't need training." The best way to identify problems and to see if you successfully deliver messages is to be taped during training.

8. ***"Buy time" when a reporter calls.*** There is no rule that says you have to drop everything when a reporter phones. However, this is just what many library spokespersons do. Unless you have recently talked about an issue and have your messages already prepared, buy time. Even 10-15 minutes will help you to be better prepared.

9. ***Develop messages and anticipate questions for every interview***. Obviously, you will not anticipate every issue the reporter wants you to discuss. After you buy time, use it to develop messages

for these one-time issues and put them in writing; then, anticipate the questions the reporter will ask. Also, have you saved a "memory hook" you can use?

10. ***Practice.*** Sounds like the obvious next step, but how many times do you practice before an interview? After you have developed messages and anticipated questions, have someone ask you the questions, and see if you deliver your messages. Keep a cassette recorder handy in your office. Critique your practice.

11. ***Know what you can and cannot talk about***. There are some issues you should not or cannot talk about. Do you have privacy rules, legal restrictions, political issues or policy questions to consider? Be familiar with them. Tell the reporter upfront if you cannot respond to certain questions. Don't be swayed from this position.

12. ***Have your messages in front of you during interviews***. Once you have made the effort to develop your messages and to put them in writing, use them. Keep messages in front of you while talking to the reporter. Briefly glance at them from time to time. The only exception would be during a live TV interview when you want to maintain good eye contact. Most spokespersons forget to deliver their messages because they don't refer to them during the interview. Also, don't deliver your messages only once. Repeat them.

Yes, following these 12 steps will take time, and we all seem to be short of time these days. However, the up-front time that you spend in preparing for media interviews can save you time in the future and, more important, can help you successfully deliver your library's messages. Remember, ***failing to prepare is preparing to fail***!

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*Stephen Mongelluzzo (stevemong@poweruser.com) founded FIRST Communications of Mundelein, Illinois in 1997. Prior to that, he served as a public relations officer for the Internal Revenue Service for 23 years. He has conducted numerous workshops for library systems throughout Illinois, Colorado, California and Wisconsin. In 2005, he published **Winning Media Interviews: Sure-Fire Tactics to Get Your Messages Out** (www.WinningMediaInterviews.com). You can see his "Media Tip of the Month" on his web page.*

CLARENDON COUNTY RECEIVES ITS FIRST MOBILE LIBRARY

Harvin Clarendon County Library in Manning took delivery of a mobile library vehicle on May 31. This will be a new service for the library that has had a contract with Sumter County Library for many years to service parts of the county. "We have long out-grown this arrangement as our county is growing by leaps and bounds. We have only had a headquarters and no branches, so this vehicle will be able to service all parts of the county including those that are not currently receiving service from us," says Director Marilyn Tsirigotis. The vehicle is a Blue Bird from OBS, Inc. Specialty Vehicles in Canton, Ohio. It will carry about 2,500 pieces of materials, has satellite Internet connection for the two public computer workstations and the staff computer, a wheelchair lift, and a raised roof. The vehicle was purchased with funds from an LSTA grant, the Friends of the Library and several other private sources. Patricia Ragin and Elaine Gerow have been hired for this new service.

For more information, contact, Marilyn Tsirigotis [marilynt@InfoAve.Net]

BE A FRIEND OF THE WHITTAKER LIBRARY

Ms. Mary L. Smalls and Ms. Lakeshia T. Darby undertook the task of establishing a Friends of the Miller F. Whittaker Library group. This initiative resulted from participation in the HBCU Library Alliance Institute I. The implementation document was presented in April during the culmination of Institute II. The mission of the Friends of the Miller F. Whittaker Library is to foster awareness of the library among the University community, alumni, and the local community; to provide support for the enrichment of library resources, programs, facilities, and to function consistently with the missions of the Miller F. Whittaker Library and South Carolina State University. The mission will be directed by members of the Friends of the Library Steering Committee. They are: Dr. William C. Hine, President; Mrs. Josephine R. Evans, Vice-President; Mr. Demar Roberts, Treasurer; Ms. Darby, Secretary; Mr. Charles I. Clanton; Ms. Erica S. Prioleau; and Mrs. Minnie M. Johnson. Ex-officio members include Ms. Mary L. Smalls and Ms. Lillian M. Adderson.

A membership drive is slated for August 2006. For more information about joining the Friends of the Miller F. Whittaker Library contact Ms. Darby by telephone at 803-536-8636 or email at ldarby@scsu.edu.

SOUTH CAROLINA STATE UNIVERSITY
Miller F. Whittaker Library

GOOGLE SCHOLAR WORKSHOP WITH A TWIST

Since the launch of Google Scholar in November 2004 there has been a lot of buzz regarding the impact of Google Scholar on libraries and librarianship. Moreover, how should librarians educate users about the pros and cons of Google Scholar? Karen Brown and Bob Skinder, reference librarians at USC Columbia, decided to conduct a workshop to educate faculty about Google Scholar, with a twist. The twist being that while educating faculty about Google Scholar, Bob and Karen would also promote the library's subscription resources and explain why they were doing so.

Karen and Bob conducted a Google Scholar workshop hosted by the University's Faculty Committee on Instructional Development on April 6, 2006. There were over thirty participants. The workshop first provided participants with an overview of Google Scholar. For example, Google will not reveal a list of Google Scholar's content providers so it is not easy to determine the extent of coverage. The fact that there are still many subscription based resources to which Google Scholar is not linking was also stressed, with examples provided. Search tips and an explanation of results were also discussed.

Participants next learned how to link to USC Columbia's electronic journal holdings from within Google Scholar by setting their "Scholar Preferences" to the University of South Carolina - Columbia. This allows for full-text linking between Google Scholar citations and online full-text available from USC Columbia's subscription based re-sources by clicking on a "USC Columbia eText" textual link. While Google Scholar might lead a user to a full-text provider of an article, full-text access is often not available unless the user is affiliated with a subscribing institution. This is where participants learned the truly important role that their university library plays in facilitating access between Google Scholar and full-text. Participants were reminded that if online full-text access is not available, they can check the library catalog to determine if the library has the item in hardcopy. If the item is not available, an interlibrary loan request can be placed. This was an important aspect of the Google Scholar workshop because there are many links to publishers' websites from within Google Scholar where a user may be asked to pay for access to an item.

Positive aspects of Google Scholar were discussed. Examples here included a quick "one site" survey of a field, broad searches across disciplines and formats, possible full text availability of conference proceedings and other papers, and citation linking that connects users to works that cite an article in question.

Karen and Bob hope that participants left not only with knowledge about Google Scholar, but also a heightened awareness of the University Libraries' subscription resources. Bob and Karen presented this same workshop at a USC School of Medicine Library faculty meeting on April 11, 2006.

For more information, contact Karen Brown [KWBrown@gwm.sc.edu]

WORLD WAR I YEARS—EXHIBIT AND MORE!

The Greenville County Library System recently hosted "The World War I Years: America Becomes A World Power" film and discussion series from April 18 to May 23. In conjunction with the film series, the library system and local museums presented six complementary programs viewing the World War I Era from a local and regional perspective.

In addition to the film discussions led by Dr. A.V. Huff, Jr. of Furman University, panel discussions and presentations focused on the impact of World War I on the local community.

As part of the series, the American Legion Post #3 War Museum hosted its first World War I Education Day and the Hughes Main Library hosted Camp Sevier Day highlighting an army training camp located in Greenville during the war. The event featured World War I era fashions, food, artifacts, and music. In addition, the History Museum of Upcountry South Carolina presented "Poster Patriotism: The Packaging of War" featuring posters supporting the war effort. Several of the posters were displayed in the Hughes Main Library.

"The World War I Years: America Becomes A World Power" was funded in part by a grant from the Metropolitan Arts Council, which receives funding from the City of Greenville, BMW Manufacturing Corporation, Michelin North America, Inc., Wachovia Bank, NA, and the South

Wheatley & Dulmage: Library staff members Wendy Wheatley and Cori Dulmage serve Coca-Cola and Duke Sandwiches to visitors at Camp Sevier Day.

1918 Fashions: Library staff members modeled World War I era fashions during Camp Sevier Day.

Carolina Arts Commission with support from the National Endowment for the Arts and the John and Susan Bennett Memorial Arts Fund of the Coastal Community Foundation of SC.

For more information, contact April Morris, Communications Coordinator, Greenville County Library, amorris@greenvillelibrary.org.

Camp Sevier Day: Visitors look at World War I artifacts during Camp Sevier Day at the Hughes Main Library.

STAFF CHANGES AT SOLINET

SOLINET has named Cal Shepard to the newly created position of Manager of Consortial Outreach. In this position, she will direct the development, growth, and management of SOLINET's strategic relationships with consortia and state libraries in the Southeast.

Working in partnership with other managers and teams at SOLINET, she will formulate, coordinate, and execute all outreach activities to SOLINET's key consortia partners. "I look forward to the opportunity to collaborate with our consortial partners and build upon existing cooperative relationships. This is an exciting time for all of us."

Ms. Shepard joined SOLINET in 1999 as Educational Services Manager. In this position, she oversaw SOLINET's instructional program as well as the consulting program. She led the development of SOLINET's E-cademy distance education program which now comprises 50% of all classes offered at SOLINET.

In addition, she has developed new courses and tracks (series of courses) to meet changing needs in the library profession. For example, she presents the five-day Management 101 series of classes.

Ms. Shepard's previous experience includes work at the State Library of North Carolina as well as public libraries in North Carolina.

Heather Dray has been promoted to Manager of Educational Services at SOLINET. She will be responsible for overseeing classes offered by SOLINET and SOLINET's consulting program.

She will also be responsible for assessing the educational needs of libraries in the Southeast and creating classes to meet those needs. SOLINET offers courses open to staff at member institutions in administration, cataloging, digital services, legal issues, OCLC products and services, personal and professional developments, programming and marketing, reference, resource sharing, technology, web design, and other topics. In addition, institutions and groups can contract with SOLINET for classes or a series of classes. SOLINET's educational program offers both in-person and distance education courses.

"This is a librarian job with a twist. I have the opportunity to work with librarians throughout the region and support them in their goals of professional development and providing top-notch service to their patrons," Dray said.

Ms. Dray has been with SOLINET's Educational Services department since 2000 and has taught classes throughout the Southeast as well as outside the region. She taught a series of classes on collection development and quality reference service in the virtual environment in Melbourne, Syndey, and Brisbane, Australia.

She started working in the library profession as a periodicals clerk at the Broward County Main Library in Fort Lauderdale, FL. She has worked as reference librarian, circulation manager, and interlibrary loan supervisor in libraries in Georgia. Ms. Dray has a master's in library science from Clark Atlanta University.

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CONQUERING THE TENURE TERRORS

The College and University Section hosted the "Conquering the Tenure Terrors" workshop on Thursday, May 18, at the Richland County Public Library. The workshop was a big success, with 40 South Carolina academic librarians in attendance from a wide range of institutions, including South Carolina State University, Coastal Carolina University, Clemson University, USC School of Medicine, USC School of Law, USC Upstate, USC Aiken, Morris College, Winthrop University, Newberry College, College of Charleston, and Francis Marion University.

Dr. Patricia Senn Breivik, retired Dean of San Jose State University Library and Vice President of Nehemiah Communications, served as the keynote speaker. Dr. Breivik began by discussing the difficulties of balancing requirements for tenure with duties related to librarianship. This segued nicely into her point that responsibility for accomplishing tenure rests with both the library administration and the librarian. For example, it is the library administration's responsibility to provide clearly written standards for achieving tenure, along with clear performance indicators. It was also suggested that copies of successful tenure files be available to untenured librarians. Librarians need to focus on achievable tasks that will help in gaining tenured status and should take constructive criticism with appreciation. Dr. Breivik closed her presentation by emphasizing that the world does not end if tenure is not granted and drew upon her own personal experience to illustrate.

Next on the schedule was a panel discussion on scholarly publishing. The idea behind the panel discussion was to provide librarians interested in publishing with insight from an editor, a "seasoned" author, and a newly-published author. The very accomplished Katina Strauch, Head Librarian, Collection Development at the College of Charleston Libraries, founder of the Charleston Conference, and editor of *Against the Grain*, served as one of the panelists. Katina was joined by "seasoned" author Betsey Carter, Associate Professor and Head of Reference and Instruction at The Citadel; and newly-published author, Burton Callicott, Reference Librarian at the College of Charleston. The three panelists provided invaluable suggestions to attendees, including collaboration with other faculty and making a conscious effort to look outside the field of librarianship for publishing opportunities. The article "Evaluating Library Instruction: Doing the Best You Can With What You Have" by David Barclay was recommended for ideas on project evaluation. A common theme throughout their presentations was that rejection is to be expected but should not cause discouragement. Katina Strauch graciously provided a list of possible article topics and other publishing opportunities with *Against the Grain*.

During lunch, tenured librarians led round table discussions in which they shared their experiences with the tenure process and answered questions from attendees. Workshop feedback indicated that this was a very positive experience for attendees, as the discussions allowed for information sharing about the tenure process at a variety of institutions. Attendees were also able to collect advice from, and make connections with, the other attendees at the different tables.

Dr. Marsha Bollinger, Professor of Geology at Winthrop University and past Chair of the Winthrop University Faculty Personnel Committee, closed the workshop with a presentation on how to prepare a tenure file for the tenure committee. Dr. Bollinger emphasized that faculty members from different disciplines will be reading the tenure files; therefore, making language accessible is very important. Specifically, a tenure candidate should avoid jargon and acronyms. Also, faculty members should fully explain what they do, because general statements such as "providing reference service" may not be clear to someone outside librarianship. Provide as much documentation as possible in the file. Examples here included letting the tenure committee know that a published article was the first on that topic and including letters of appreciation from other faculty. Dr. Bollinger closed her

From l to r: Betsey Carter, Burton Callicott,

Katina Strauch.

presentation by asking workshop attendees to make certain that a geologist could understand a librarian's tenure file.

The College and University Section considers this workshop to be a success, based on the number of attendees and the positive feedback received. This was the first workshop of its kind, and the Section plans to follow up with more about tenure at the Annual Conference in November with a presentation by Dr. Larry Hardesty, Dean of the Library, University of Nebraska at Kearney. The section also plans to conduct additional workshops geared towards current issues in college and university libraries.

Round Table Discussions at the Tenure Terrors workshop

Please visit the College and University Section's homepage at SCLA.org for photographs taken at the tenure workshop and upcoming information about the section's 2006 SCLA Annual Conference program.

AMERICANS SAY PUBLIC LIBRARIES ARE ESSENTIAL TO 21ST CENTURY COMMUNITIES

ALC-sponsored study shows that libraries are poised to be solution centers for pressing modern problems

NEW YORK – Americans prize public library service in the Internet Age and see libraries as well-equipped to meet 21st Century challenges in their communities, a watershed study of public opinion released today by Public Agenda shows.

The study was sponsored by Americans for Libraries Council, with the support of the Bill & Melinda Gates Foundation, as part of a multipronged advocacy initiative to build knowledge about and support for America's public libraries.

"With a growing number of critics questioning the relevance of the library in the Internet Age, we thought the time was right to explore just how pervasive this perception is," ALC President Diantha Dow Schull said. "What the study found is both encouraging and enlightening -- most Americans believe that libraries are not only relevant to the times, but essential to their communities."

According to the study, *Long Overdue: A Fresh Look at Public and Leadership Attitudes About Libraries in the 21st Century*, more than three quarters (78 percent) of Americans say that if their library shut down because of lack of funding they would feel "that something essential and important has been lost, affecting the whole community."

The public sees libraries as particularly well-suited to find solutions to four pressing problems that other government agencies have handled poorly:

- Supplying more engaging services for teens

- Fighting illiteracy and improving reading skills among adults

- Providing free and ready access to information about government services, including making public documents and forms readily available

Providing even greater access to computers for all.

"The most compelling finding of the survey -- especially for public leaders and policymakers – may be that libraries, more than being

AMERICANS FOR LIBRARIES COUNCIL alc

under-funded, are being under-leveraged," Schull said. "Americans overwhelmingly believe libraries could do even more to inform and energize their communities – if we made more of an investment in them."

At the same time, the multi-level public opinion study identifies a troubling issue for library advocates: While Americans give their public libraries an "A" more often than any other community service asked about (45% give libraries an "A") and a large majority of the public (71%) says their local library uses public money well, few Americans are aware of the increasingly tenuous financial picture faced by many libraries.

"For those of us in the library community, this study should be a long, loud wake-up call," Schull said.

"It provides us with powerful ammunition to make a compelling case to policymakers about what an invaluable asset libraries are and what a great investment in future they can be. But it also shows that ammunition will be wasted if we as advocates do not engage and convince our elected officials to take a fresh look at the great work libraries are doing today."

With that in mind, Schull said, ALC plans on using the *Long Overdue* study to jumpstart a broad and challenging conversation, both at the national level and in communities around the country, about the role of libraries in the 21st Century.

That effort will begin this week with public events in Austin, Tex., and Columbus, Ga., to highlight the study's significance in those communities and raise awareness of the 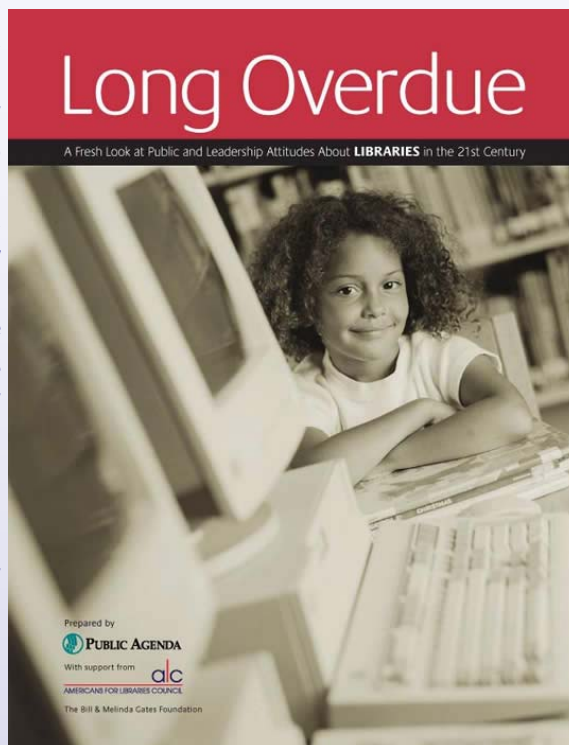key findings among local and state policymakers. Similar events will be held later in this month by library leaders in Iowa and other select states.

"Building on these findings, we want to educate elected officials about the vital and effective work libraries are doing to help prepare our people to compete in the Information Age labor force and to live their version of the American dream," Schull said.

"But more immediately, we want to engage the library community itself in this discussion, to get us thinking and talking about how we should use this powerful ammunition, and ultimately build a consensus around a new agenda for the next generation library."

Americans for Libraries Council is a nonprofit organization that works to keep libraries high on the national agenda and at the center of our communities. The Council unites leaders from many sectors — academic, artistic, corporate, governmental, nonprofit and philanthropic — to build support for America's remarkable system of libraries. Through its program division, Libraries for the Future, the Council develops and oversees programs in more than 200 libraries in 23 states. Signature programs include EqualAccess Libraries, Family Place Libraries, Lifelong Access Libraries and the Gulf Coast Libraries Renewal Fund. www.americansforlibraries.org.

Public Agenda is a nonprofit organization dedicated to nonpartisan public policy research. Founded in 1975 by former U.S. Secretary of State Cyrus Vance and Daniel Yankelovich, the social scientist and author, Public Agenda is well respected for its influential public opinion polls and balanced citizen education materials. Its mission is to inform leaders about the public's views and to educate citizens about government policy. www.publicagenda.org.

people in the news

Bill Sudduth, head of Thomas Cooper Library's Department of Government Information, Micro-forms, Newspapers, and Maps, has been selected to serve a three-year term as chair of the Government Printing Office's Federal Depository Library Council.

Sudduth's selection was announced April 3 by The Public Printer of the United States, Bruce James, during the spring meeting of the Council in Seattle, Washington.

The Depository Library Council, composed of 15 members each of whom serve three year terms, advises the Public Printer on policy matters relating to the Federal Depository Library Program. The FDLP, which traces its roots to 1813, provides access across America to the published information of all three Branches of the United States Government through partnerships with more than 1,250 libraries ranging from public libraries to research universities.

"Our Founding Fathers felt that one of the most important underpinnings of our new Republic was to have citizens informed about the work of the Government," said James. "Today, as the Government moves from exclusively printed information to more and more digital documents available over the Internet, the FDLP is changing to meet the new needs of our citizens. I am especially grateful to the members of the library and information community who are willing to lend their expertise to us as members of the Depository Library Council. It is an important act of public service on their part, and our country will be stronger as a result of their advice and counsel to the Government Printing Office."

Ellen Reynolds, Cataloging Specialist, retired from the University of South Carolina School of Medicine Library on May 19, 2006 after 18 years of committed service. Ellen was primarily responsible for cataloging for the book and reference collections, the Center for Disability Resources Library collection, and the History of Medicine collection, as well as cataloging for numerous hospital libraries in South Carolina. In the past 18 years, she has cataloged over 35,000 books! Ellen has been very active in the South Carolina Library Association. For the past two years, she has traveled to Washington, DC with other members of SCLA to participate in National Legislative Day and speak with our congressional representatives about the needs of South Carolina libraries. She currently serves on the SCLA Sponsorship Committee and is Secretary of the SCLA Health Sciences Roundtable. She's also been involved with the SCLA Paraprofessionals Roundtable and helped organize programs for annual meetings. Ellen has also been a member of the Medical Library Association, the Southern Chapter of the Medical Library Association, the Virginia Library Association, and the Council on Library/Media Technicians. In addition to being active in several library associations, Ellen has published articles in Library Mosaics, a national journal which focuses on library support staff issues. Congratulations, Ellen!

Bobbie Adkins accepting a service award from

State Library Director, Patti Butcher.

Bobbie P. Adkins retired June 1 after 29 years with the South Carolina State Library. As a Library Specialist and long time member of the interlibrary loan team, Mrs. Adkins was responsible for lending thousands of books to libraries around the state and throughout the country. Before joining the State Library in 1977, she was employed as a school librarian in Richland District One.

calendar of events

- July 17 SCLA GODORT & Technical Services Section Workshop on Cataloging Government Documents, Winthrop University, Rock Hill www.scla.org

- August 3-6 South Carolina Association of Counties Annual Meeting, Hilton Head. www.sccounties.org

- August 9 Friends of South Carolina Libraries Board meeting, SC State Library www.foscl.org

- August 16 SCLA Board Meeting— Richland County Public Library Bostick Auditorium 10am-1pm

- August 24 SC State Library Foundation Board meeting, SC State Library Board Room

- September 13 South Carolina Technology Institute, Columbia Conference Center, 169 Laurelhurst Avenue, Columbia, SC.

- October 4, 12 & 19 Rural Library Sustainability Workshops, Richland, Greenville, and Berkeley County Public Libraries

VISIT US ON THE WEB AT SCLA.ORG FOR A MEMBERSHIP FORM AND MUCH MORE!

SCLA Executive Officers for 2006:

- Joyce Durant, President

- Quincy Pugh, Vice-President / President-Elect

- Debbie Vaughan, Second Vice President and Chair Membership Committee

- Clo Cammarata, Secretary

- Libby Young, Treasurer

- Tom Gilson, ALA Councilor

- Bill McRee, Southeastern Library Association Representative

Please visit
http://scla.org/Governance/ExecutiveOfficers
for contact information.

SCISA SCHOOLS ADDED TO DISCUS

The DISCUS program is delighted to announce the addition of South Carolina Independent School Association (SCISA) members to its family of institutions. In early spring 2006, letters of invitation were sent to all SCISA member schools. To date, 51 schools responded and have been added to the program. As a part of the implementation process, DISCUS staff provided two DISCUS orientation workshops to a total of 44 participants. School information profiles were compiled and program information packets were created for these new schools. As "official" members of DISCUS, these schools will be included in all e-mails and newsletters providing updates about the program. Their librarians and media specialists will have access to free training classes, promotional materials and more. Each SCISA school media center will now be able to promote the use of these great resources to students, parents, teachers and staff. The addition of new institutions enables the DISCUS program to fulfill its mission to provide access to these high quality information resources to all South Carolinians. For more information, contact discusoffice@statelibrary.sc.gov.