



Arizona Library Association Newsletter

Promoting library service and librarianship in all types of Arizona libraries.

July -Aug, 2008
Volume 41, Number 7

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SAVE THE DATE!!

**AzLA Annual
Conference**

Dec. 8-10, 2008

**Renaissance Glendale
Resort & Spa**

**Registration Live
July 15**

**Complete List of
Programs Online
August 1
(Subject to change)**

Building Collaborations between Arizona Adult Education Programs & Arizona Public Libraries

- Matthew Piech
Adult Education Program Specialist

At the beginning of 2006, only a handful of Arizona adult education programs and public libraries could genuinely assert that they had established working relationships with one another. Likewise, the majority of these two entities operated in isolation from each other. In order to change this circumstance, members from the Arizona Department of Education, Adult Education Services (ADE/AES) Unit and personnel from the Arizona State Library began meeting in early 2006 to explore strategies for bringing the State's adult education programs and public libraries together as collaborators. After several discussions, the State-level partners decided to start by challenging the three Arizona counties where adult education programs and public libraries had historically enjoyed close bonds, Pima, Yavapai and Yuma, to even further deepen their relationships by developing innovative, replicable, and sustainable products and/or services that would serve as models for other adult education programs and public libraries while concurrently achieving four additional goals:

- Increasing the capacity to serve adult education students
- Increasing library patronage
- Increasing access to electronic and print-based adult education literacy resources
- Eliminating the duplication of adult education and library services as appropriate to better leverage limited funding

To learn more about the enhanced partnerships developed in these three counties, along with the support provided by the ADE/AES and the Arizona State Library, please read the "Arizona Adult Education Programs & Arizona Public Libraries Collaboration Initiative: 2006-2007 Final Report" available at:

<http://www.ade.az.gov/adult-ed/publications.asp>

In an effort to continue expanding collaborations throughout the State, in January 2008, the ADE/AES Unit and the Arizona State Library released a competitive grant for adult education programs and public libraries outside of Pima, Yavapai, and Yuma counties to submit proposals for developing their own unique collaborations. Once the ADE/AES Unit completes the 2008 Arizona Adult Education Request for Grant Proposal (RFGA) process, the state-level partners look forward to announcing the recipient(s).

Adult education programs and libraries both strive to improve education and literacy in the communities they serve. By working together, these two systems can achieve more than if they continue to operate separately. If you are interested in contacting one of the ADE-funded adult education program directors in your area to discuss the benefits of collaboration, please visit:

http://www.ade.az.gov/adult-ed/public_information.asp



AzLA Annual Conference

2008 AZLA ANNUAL CONFERENCE NEW FRONTIERS: MOVING INTO THE FUTURE

The 2008 AzLA Conference Committee is in full swing planning for this year's event! Join us at the Renaissance Glendale Hotel & Spa December 8th – 10th for some great programming and to network with other Arizona library professionals! Registration will open **July 15th**. We are very excited about our speakers and programs so keep a look out for a preliminary program to be posted on August 1st!

Make sure you take advantage of the discounts you receive towards conference registration by joining AzLA now! And students – take advantage of the great deal you are offered and start networking! We are looking forward to seeing you there!

Juliann Couture

Katherine O'Clair

2008 Conference Committee Co-Chairs





From the President of AzLA. . . .

Wellness in the Workplace

Summer is here and in many of our positions, this means time to take some much needed vacation time. I am happy to say that I am doing just that as I write the President's column for this month's newsletter. I am in Sedona for a week and have been thinking about how I can carry this relaxed feeling with me back to work next week.

As many of you know Sedona is a great place to relax and get healthy. Sedona caters to many tourists, but especially those with "healthy" lifestyles. There are endless hiking trails, communes with the spectacular red rocks, yoga and Pilates studios, healthy restaurant choices, etc.

I brought this month's issue of American Libraries with me to read by the pool and to my surprise, the cover was graced with a woman sitting on her desk (heels kicked off to the side) in lotus pose! The corresponding article inside the issue is called "Your Circle of Wellness" (American Libraries, p. 52). Imagine my surprise!

I am excited to report that current ALA President Lorie Roy has developed an initiative to support healthy lifestyles called the "Workplace Wellness Task Force". The mission of this group is "to produce tangible expressions that promote healthy workplaces and lifestyles among library workers."

Think about our work lifestyles today.....many of us are at a computer for most of our waking hours, taking short breaks if any, possibly eating from vending machines/restaurants daily, and rarely stretching or moving from our chairs, however ergonomic they may be!

The taskforce has planned a Wellness Fair from 10:30 a.m. – 2 p.m., on Sunday, June 29, during the ALA Annual Conference in Anaheim, CA. Although many of you may attend the conference and hopefully the Wellness Fair, by the time AzLA's newsletter hits your inbox, the conference will be over. So, I would like to share with you a few tips for maintaining workplace wellness:

- Move around during the work day (i.e. don't stay at your desk) and encourage your colleagues to do the same
- Talk with your supervisor or employees about the importance of utilizing ergonomic furniture in the workplace
- Take short breaks during the course of the day and encourage others to do the same
- Talk to your food service providers. Are there healthy alternatives to the salty/sugary snacks offered in the cafeteria/vending machines?
- If you are a supervisor, encourage your employees to form relationships with each other. If you are not a supervisor, make attempts to connect with those around you.
- Look for professional and cultural development opportunities in the workplace.
- Regardless of your place in your organization, show that you value the work and diversity of those around you.

For more information and resources on this topic, please visit the taskforce website: <http://www.ala-apa.org/wellness/>



Angela Creel-Erb

Library News from A-Z

City of Mesa Library Recently Celebrated 25 Years in the Federal Depository Library Program

City of Mesa Library recently celebrated 25 Years in the Federal Depository Library Program (FDLP), with an event featuring speeches, a cake, and a focus on the importance of access to government information. Speakers included GladysAnn Wells and Janet Fisher from the Arizona State Library, Archives, and Public Records, and Vince Anderson, retired, City of Mesa Library Director when the library joined the FDLP. The event included recognition of many who staffed and supported the depository over the past quarter-century including all depository librarian since the depository's establishment on March 25, 1983.



(Left photo) GladysAnn Wells (Right photo) Depository Librarians at City of Mesa Library and their terms of Depository service: Kathy title (1999-2004), Linda Risseeuw (1983-1994), Vince Anderson (retired, City of Mesa Library Director 1980-1999), Sandy Rizzo (2004 - present), Elizabeth Saliba (1994-1999)

Medical Library Association's (MLA) 108th Annual Conference

The Windy City was the host of the Medical Library Association's (MLA) 108th annual conference **Connections: Bridging the Gaps**. According to Mark Funk, MLA President 2007-2008 this theme captures "the never-ending urge to use technology to connect with others." Sunday's Sunrise Seminars are for those early risers who want to have the undivided attention of vendors.

The Wiley-Blackwell's Cochrane Library and Essential Evidence Plus seminar allowed users to receive tips and insight on the database. Carol Lefebvre, Senior Information Specialist, UK Cochrane Collaboration, Oxford, United Kingdom was a special guest speaker. A first time MLA vendor was IGI Global Biomedical and Health Care Informatics Resources. This small database had books from the Medical Information Science Reference Collection as well as E-journals like Healthcare Information Systems and Informatics, and the International Journal of Healthcare Delivery Reform Initiatives.

The John P. McGovern Lecture was delivered by Andrew Zolli, Founder, Z+; Fellow, National Geographic, Director of National Geographic Society Picture the Future Project. Zolli spoke about librarians as being effective communicators. Zolli told librarians they should be innovators create new forms of value in anticipation of new demands by their users. He said there were three types of people librarians should partner with: a social networker; demographer, and a designer.

The Poster Sessions at MLA allows for an exchange of ideas and sharing of the latest technologies. Almost two hundred academic and medical librarians presented and connected with MLA attendees. One that was of personal interest was Janet Schnall, et. al. poster titled "Clickers in the Classroom and Beyond: Using Personal Response Systems to Improve Student Learning." The ASU libraries on all four campuses are using or are implementing the Turning Point clickers in their classroom instruction as subject specialists. Not only does this tool engage the student it gives instant assessment of a student's knowledge at a teachable moment. Papers were also presented throughout the MLA conference as Section Programs.

The Janet Doe Lecture "There Are No More Giants: Changing Leadership for Changing Times" was given by Thomas Basler, Director of Libraries and Learning Resource Centers, Medical University of South Carolina-



Library News from A-Z

(MLA (Continued from page 4))

Charleston. Basler emphasized that those who took chances and elevated the standards of medical education, faculty education, and the mega-expansion of the academic centers are long gone. We are in the season of academic medicine and managed care. Basler questioned: Who is calling the shots? In libraries? In the publishing world? In information technology? In information innovation? Basler says each librarian should do one innovative thing for their institution and **QUIT** doing something you have always done before.

Incoming 2008-2009 MLA President Mary L. Ryan and Library Director, University of Arkansas for Medical Sciences-Little Rock said her theme is iFusions: Partnerships for Addressing Information Needs. Ryan's goals will be recruitment to the medical library profession and retention; advocacy for the profession and important issues; and the efficiency and effectiveness of MLA. During her term Ryan would like to look at public health topics including emergency management as well as the environment.

The first ever Web-cast of a Plenary Session titled Web 2.0 Tools of Librarians: Description, Demonstration, Discussion, and Debate wrapped up this year's conference. The speakers and panelists talked about social networking software and how librarians could implement them into their daily work.

And finally the thirty-seven members of the Hawaii Chapter invited everyone to the 2009 MLA conference in Honolulu, Hawaii May 15-20.

To say Thank You

to librarians for their continued support

Gumdrop Books™

thru the Fitzgerald Family Trust Offers

\$20,000.00 in Scholarships

Twenty \$1,000 Librarian Scholarships will be awarded.

Two scholarships will be awarded in each of the states of Alabama, Arizona, Colorado, Illinois, New York, North Carolina, Pennsylvania, South Carolina, Tennessee and Virginia, to assist librarians/teachers to achieve their master's degree in Library Science.

For complete details, please visit

<http://www.gumdropbooks.com/library/Scholarship08-09.pdf>

If you have questions, please contact us at 800-651-2580 or

email scholarships@gumdropbooks.com



A Reference Renaissance: Current and Future Trends August 4-5, 2008 Denver, Colorado

This exciting two-day event features keynote speaker David W. Lewis, Dean of the University Library at Indiana University Purdue University Indianapolis, who will talk about Reference in the Age of Wikipedia, Or Not... and the implications of the technological and social transformations brought on by Google, Wikipedia, and answer services such as ChaCha. On day two of the conference, a plenary panel discussion, Theory Meets Practice, made up of educators and library directors will highlight what's being taught in schools of library and information science and what's being implemented in libraries. This panel features Dr. David Lankes (Information Institute of Syracuse), Dr. Marie L. Radford (Rutgers University), Jamie LaRue (Douglas County Libraries, CO), and Carla J. Stoffle (University of Arizona).

Other sessions cover the full gamut of reference and information services in public, academic, and special library settings. Learn about "predatory reference" techniques, screencasts for distance reference, gathering meaningful statistics, the impact of serious leisure on reference services, new staff training initiatives, widgets, IM, marketing in-person services – and more! Meet and network with your colleagues from all over the U.S., Canada, and other countries, and spend time with exhibitors showcasing a variety of reference focused products.

Early bird registration has been extended thru June 30 at a rate of \$150; regular registration is \$175. Registration includes all sessions on both days and access to the exhibits as well as breakfast and lunch both days. A special hotel rate of \$105 (+tax) per night is available for reservations made before July 11.

For more information on the conference, please go to <http://www.bcr.org/referencerenaissance/index.html> or contact Justine Shaffner at jshaffne@bcr.org. To discuss the conference and find out about and make plans for social activities, sign up at our Ning site at <http://referencerenaissance.ning.com/>.



Nominate Someone for an AzLA Service Award

THIS IS YOUR LAST CHANCE! The deadline for submitting a nomination for an AzLA Service Award is almost here. Award someone for doing an outstanding job. The deadline for submitting nominations is **July 31, 2008**. Please send nominations to: Tami Miller-Earick, Glendale Public Library, 5959 W. Brown St., Glendale, AZ 85302-1248.

AzLA SERVICE AWARD NOMINATION FORM

Award nominations should include this form and a letter of nomination together with a minimum of two (2) additional letters of support. Support letters should reflect the criteria for each award. Check special requirements to indicate you have verified that the nominee meets the requirements. Refer to newsletter or AzLA website, www.azla.org, for details.

Nominee: _____ Phone _____

Address: _____ City & Zip _____

Institutional address (if applicable) _____

Email: _____

Library Leadership

- Current AzLA member
 Focus on past 3 years of service

Rising Moon Outstanding Youth Services

- 2 years of continuous membership
 Serving youth in AZ public library

Rosenzweig Distinguished Service

- Focus on past 10 years of service
 Current AzLA member

Sharon G. Womack Outstanding Library

Technician

Follett Library Resources School Librarian of the Year Award

- AzLA member for past two years
 Certified teacher-librarian

Outstanding Library Service

Outstanding Decision Maker

ProQuest/SIRS Intellectual Freedom

Emerging Leader Award

- Nominee should have no less than two or more than five years of full-time library experience.

Outstanding Library Board

Library Support Staff Scholarship Award

Outreach Services Award

Nominator: _____

Address: _____

Phone: _____ Email _____

Included: Nomination Letter

Letters of support (minimum of 2 letters of support required)



AzLA Service Award Descriptions and Criteria

Library Leadership Award. Presented to an active or retired library administrator or manager (director, manager, adult services supervisor or similar position) with an MLS who is an AzLA member. Criteria include significant accomplishments and leadership over the past THREE years in Arizona, in several of the following areas:

- Promoting libraries/library service in Arizona
- Legislative activity and support
- Mentoring--own institution, statewide, or regionally
- Staff development--own institution, statewide, or regionally
- Professional publications
- Contributions to the future of the profession
- Raising the profile of the profession
- Raising the profile of the library--in their own institution or libraries in Arizona
- Significant participation in a special project relating to libraries or library service

This award differs from the Rosenzweig Award in the length of service considered, the area of effectiveness--it can be limited to the person's institution, rather than to the region.

Rosenzweig Distinguished Service Award. Presented to an active or retired layperson or librarian who is a member of AzLA. Emphasis is placed on effectiveness regionally or statewide, rather than limited to the institution where the individual worked. An MLS is not required. Sponsored by Harry Rosenzweig, Jr. Criteria include significant accomplishments and leadership over the past TEN years in Arizona, in several of the following areas:

- Promotion of libraries and library services in Arizona
- Active support of AzLA
- Legislative activity and support
- Mentoring / Staff development
- Professional publications
- Contributions to the future of librarianship and information science as a profession
- Raising the profile of work in libraries
- Raising the profile of the library in Arizona
- Significant participation in a special project relating to libraries or library service

This award differs from the Library Leadership Award in the length of time the individual served the Arizona library community, the effect of the accomplishments throughout the state, and that the individual is not required to have an MLS.

Outstanding Library Service Award. This award is presented to an individual currently working in libraries, with or without an MLS, who has professional responsibilities to the end user in areas like reference, programming, cataloging, bibliographic or database instruction, collection development, or a combination of these and other professional responsibilities. This award is intended for those who serve primarily adults or college age students. Service during the past ONE TO THREE years should be considered. Emphasis will be placed on activities that go beyond the standard requirements of good library service. Criteria include one or several of the following:

- Service or project effectiveness beyond own institution
- Potential impact or benefit to other libraries
- Benefit to local community
- Accomplishment as potential model for other libraries of similar size
- Nominee's investment of personal time
- Limitation of resources (staff, time, funds)

Intended to give equal opportunity to people who provide service directly to patrons or who may have limited resources or clerical assistance and who serve primarily adults and college age students.

Sharon G. Womack Outstanding Library Technician Award. Presented to an individual who symbolizes the important role that the paraprofessional plays in providing quality library service and who has exemplified the integral part that the paraprofessional performs as a library staff member. Participation in other noteworthy community activities will also be considered. Nominee must have been a member of AzLA

for one year prior to nomination. The winner will receive a free membership to AzLA for the year following the award. Nominees will be judged on the basis of:

- Demonstrated on-the-job excellence, as noted by their supervisors
- Support and enhancement of the services of the library where they work
- Evidence of interest in continuing education and other learning opportunities
- Service to AzLA and other library organizations

(continued on page 8)



AzLA Service Awards

(continued from page 7)

Outreach Services Award. Sponsored by the Little Chapel of All Nations in Tucson, this recognition includes a monetary award to the library, librarian, or library related group or person who provides exemplary library outreach services to underserved or minority populations. Membership in AzLA is not required, nor is an MLS required.

Outstanding Decision Maker Award. This award is given in recognition of an Arizona decision-maker exhibiting significant support for librarians and libraries. This person is an administrator (city, county, academic, school) or elected/appointed official (city council, board of supervisors, school board) who has made a difference for libraries. This person's demonstrated support may be a critical issue (intellectual freedom, fiscal advocacy, development or a new program, etc.) or continuous support over a period of time.

AzLA/SIRS Intellectual Freedom Award. ProQuest/SIRS sponsors a cash award for the purchase of library materials that is given to an individual or library for actively promoting intellectual freedom in Arizona.

Rising Moon Outstanding Youth Services Librarian Award. The Rising Moon Outstanding Youth Services Librarian Award recognizes an individual who serves as a model for the important role Youth Services plays in public libraries. Sponsored by Northland Publishing under the Rising Moon imprint, the award provides a \$200 cash award to be used to purchase books for the winner's library. Nominees may be children's, young adult, or youth services librarians, or other librarians who serve youth in those capacities, in any Arizona public library. Nominees will demonstrate notable and outstanding performance in producing, developing and promoting programs, services, collections, and reading activities for children and/or teenagers in their libraries and communities. Nominees must have TWO years of continuous membership in AzLA to be considered for this award.

Follett School Librarian of the Year Award. This cash award is sponsored by Follett School Library Resources and is given to an individual who serves as a model for implementing the American Association of School Librarians (AASL) National Standards. The nominee must be a certified teacher-librarian in Arizona who demonstrates notable or outstanding performance in the areas of collaboration with classroom teachers, educational leadership, technology, and advocacy for school libraries. Nominees must have TWO years of continuous membership in AzLA to be considered for this award.

Outstanding Library Board. Given to a library board or equivalent management/advocacy group under whose guidance a library or group of libraries has been substantially improved. The board's policies, its success in promoting library service to and for its constituency, and its relationship to the community are taken into consideration.

Library Support Staff Scholarship Award. The Library Support Staff Scholarship Award is a monetary award of \$500, given once annually to provide continuing education via community college, university, or national conference, to any non-M.L.S. degreed library staff member employed by any library within the State of Arizona. The recipient must currently be enrolled in a college or university program; submit official records showing a grade point average of 3.0 or above; be actively pursuing an A.A.S degree in Library Technology, a B.A. or B.S. degree in any major with the goal of pursuing, upon graduation, a Master's Degree in Library Science; or actively pursuing a Master's Degree in Library Science. Membership in AzLA is required.

Emerging Leader Award. This award is open to any person working in a library who shows exceptional promise as a leader in the field. The purpose of the award is to recognize individuals with strong leadership potential in order to encourage them to take on roles of increasing responsibility in library work. Membership in AzLA is not required. Two full years of full-time library service in Arizona prior to nomination and no more than five years work history is required. Criteria for the award include one or more of the following:

- creation of innovative programs or services
- creating a positive vision, communicating it to others, and inspiring and guiding others to achieve it
- making exceptional use of local, state, or national library resources, including grants
- actively participating in professional library organizations on a local, state or national level



Children's Author / Illustrator Network

Scheduling Information & Dates

Arizona Authors By Appointment (anytime during the year)

Jean Ekman Adams	Contact author/illustrator at 480-948-3341
Rhody Cohon	Contact author at www.blasttothepastbooks.com or rhodywhy@yahoo.com
Lynne Avril Cravath	Contact illustrator at lynneavril@cox.net or http://lynneavril.com/index.asp
James M. Deem	Contact author at www.mummytombs.com or www.jamesmdeem.com
Terri Fields	Contact author at www.terrifields.com or authorterrifields@yahoo.com
Juanita Havill	Contact author at lemotjuste@theriver.com
Barbara Gowan	Contact author at bgowan54@cox.net
Susan Lowell	Contact Rio Nuevo Publishing at 800-969-9558
Guy Porforio	Go to www.guyporforio.com for info and scheduling
Charline Profiri	Go to www.cprofiri.com for info and scheduling.
Janette Rallison	Go to www.janetterallison.com for info and scheduling.
Joan Sandin.	Contact author/illustrator at http://members.authorsguild.net/joansandin/
Amanda Shepherd	Contact illustrator at http://www.paintdog.com/ or 602-692-9118
Jennifer J. Stewart	Go to www.jenniferjstewart.com or jennifer@jenniferjstewart.com
Conrad Storar	Contact author at cstorad@asu.edu or http://conradstorad.com/
Mike Venezia	Contact author/illustrator at www.mikevenezia.com or mike.venezia@comcast.net
Jennifer Ward	Contact author at www.jenniferwardbooks.com/ or jwbooks@att.net



Contact

Mary Wong
at 623-486-2582

for information, or to schedule a visit. Leave a message with daytime and evening telephone numbers.

Fall 2008

Flexible dates	David Schwartz. Go to www.davidschwartz.com for info and scheduling.
Flexible dates	Janet Squires. Go to www.janetsquires.com for info and scheduling.
Oct. – Nov.	Ji Li Jiang. Go to www.jilijiang.com for info and scheduling.
(Flexible dates)	
November 3 – 18	David Clement-Davies. Go to www.davidclementdavies.com for info. Contact Mary Wong to schedule
December 8 – 12	Meghan McCarthy. Go to www.meghan-mccarthy.com and www.aliensarecoming.com for info. Contact Mary Wong to schedule.

Spring 2009

Flexible dates	David Schwartz. Go to www.davidschwartz.com for info and scheduling.
February 17 - 24	David Clement-Davies. Go to www.davidclementdavies.com for info. Contact Mary Wong to schedule
February 24 – 27	Ben Mikaelson. Go to www.benmikaelsen.com for info and scheduling.
March 2 – 13.	Peter and Connie Roop. Go to www.authorsillustrators.com/roop/roop.htm for info and scheduling.
March 16 - 27	Phil Bildner. Go to www.philbildner.com for info. Contact jean@daytonbookings.com to schedule.
April 21 - 24	Ted and Betsy Lewin. Go to www.tedlewin.com and www.betsylewin.com for info. Contact Mary Wong to schedule.

Notice: Listed authors/illustrators are not endorsed or sponsored by AzLA or Mary Wong. Listings are provided as a service to teacher librarians interested in scheduling school visits with authors and/or illustrators. For the policy governing listings on this page, see the **AzLA Author-Illustrator Listing Policy** on the website. Go to www.azla.org and click on **Publications**; scroll down to the policy.

Caution: This Book is Safe...

By **Kristin Fletcher-Spear,**

Teen Librarian II, Foothills Branch

Library, Glendale Public Library



Y
A
K
O
R
N
E
R

When a parent comes to the teen area of the library and asks for books without sex, violence, and/or cursing—what do you do? Do you pause for a moment to think about what books you've read in the teen area that may fit the criteria? Do you direct them to Christian fiction titles because those are the only ones that could possibly be *really* safe? I'm sure we all have our own ways of dealing with this. I'll be honest that it always makes me pause to think about the collection since when I read books I don't necessarily take notice of swear words unless they are way over the top. And what about the books that don't actually have sex on the page, but it takes place in the story—or there's no sex, but it's really steamy anyway? Many reviews don't come right out and say lots of swearing or sex in the book—only if it's graphic. But enough with the bad news, let's share some good news! The Internet can help with this issue:

Books that Won't Make You Blush

(<http://www.ala.org/ala/yalsa/booklistsawards/popularpaperback/06ppya.cfm#blush>): YALSA's popular paperbacks committee created this booklist in 2006 that contains a variety of genres and themes.

Common Sense Media (<http://www.common sense media.org/>)

This non-profit, non-partisan website allows for book, movies, games, and more reviews. The reviews are broken down by the materials' age group. Then there are three sets of reviews: Common Sense Media's, adults, and then kids (or in most cases teens). They also highlight sexual content, violence, and language. While it makes me a little icky feeling that the reviews are based on these content triggers, I can't help but use this site when parents are concerned over what their young teens are reading. It gives parents the valuable information they are wanting without forcing the parents to read the books themselves.

Many libraries have booklists created for this topic. To find them search under "Clean Reads for Teens" and "Gentle Reads for Teens."

I think the key to any readers' advisory is to be honest with the person asking for books. If it's a parent, let them know that you haven't read the books yourself. That way if something does come up and surprises them, they aren't going to be blaming the librarian for the book not being clean in their mind.

July/August Book Display Suggestions

Clean Reads (obviously!)

Beach Reads

Famous First Lines

Superheroes (new Batman movie in July; Spider-man's anniversary in August)

Holocaust Stories



<http://EmergingLibraryTechnologiesMadeClear.Here>

Talking Tech with Jesse Haro, Web Administrator of Phoenix Public Library

Among all the colleagues I have worked with, Jesse Haro, Web Administrator of the Phoenix Public Library, is one that I admire very much for his vision of online library services. Recently I had lunch with Jesse and once again learned a lot from Jesse's insights on technology and libraries first-hand.

We started with Tech Talk's May meeting topic: social networking. Jesse said most libraries lack social networking strategies, in other words, strategies that define social objects and match them with the right social networking tools. Libraries should ask themselves, "What are the targeted services and audience that will be best served by a particular social networking tool?", instead of establishing an institution-wide social networking presence that no users will be interested in.

For example, Blockbuster didn't just create their page in MySpace and Facebook. They tied their blockbuster online account into MySpace and Facebook so that their customers can publish their movie lists easily onto those social networking sites.

Another example is Twitter.com. Instead of "tweeting" all library news and events, libraries should identify the Twitter-library audience and "twit" only the events of their interest.

Jesse also encouraged me to look at Obama's Campaign Web site (<http://www.barackobama.com/index.php>) for the best way of utilizing social networking tools.

Next in discussion was Jesse's latest project – the mashup of Rotten Tomatoes' ratings and reviews in the Phoenix Public Library's catalog indexed by Endeca. (To see how it works, search for "Lost in Translation" in the catalog at <http://www.phxlib.org/>).

Jesse mentioned ever since he learned the power of Endeca as a search engine for the library catalog, he has envisioned a user-centric library web site that is the result of the Library's clearly defining what its users want and providing just that – a vision inspired by his own experience as an avid library user.

However, according to Jesse, the road to his vision was not without obstacles. First, Jesse had hard times finding content holders willing to license to a library. In addition to Rotten Tomatoes, he also approached Netflix, Blockbuster and Amazon but without success. Secondly, not all librarians share the same conviction that third-party contents, especially user-generated contents, are what library users want from the library's web site.

I mentioned another obstacle – the inability for libraries smaller than Phoenix to take on a technology project such as "Endeca" that allows establishing an infrastructure capable of integrating those third-party contents. To be honest, Jesse was able to take mashups one-level up because of Endeca's ability to index the content but not every library is fortunate to have a budget big enough and a webmaster like Jesse.

We couldn't help but start thinking about solutions to these problems. Wouldn't it be wonderful for a third-party vendor such as Baker & Taylor or EBSCO to license the data from content holders and then sell to the library? However, Jesse reminded me it won't happen unless librarians see the value of and ask for the service. Once again, I walked away from our lunch thinking...

Emerging Library Technologies is written by a team of librarians: **Mary Mitchell**, one of the Web Services Librarians at the Phoenix Public Library, mary.mitchell@phxlib.org; **Anali Perry**, Assistant Librarian for Collections and Scholarly Communication at ASU, anali.perry@asu.edu; and **Roseline Williams**, Online Services Librarian at Scottsdale Community College, roseline.williams@sccmail.maricopa.edu. They blog at: mclctechtalk.wordpress.com.



REFORMA @ Your Library:

Let's Talk About Programming @ Your Library

A week ago I read in the May 20th issue of the *West Valley View* newspaper on page 6 about a program the **Tolleson Elementary School District** was presenting. It was *Battle of the Books* for kids. The kids interviewed in the story said they had a lot of fun and worked really hard. The librarians selected 5 books per reading level which the students had to read, then answer questions about what they had read. The article says "The purpose of the battle is to promote reading, sharpen comprehension skills, expose pupils to a wide variety of literature, help them build confidence and improve communication skills..." The P. H. Gonzales school librarian, Kim Eckhoff, also said something with which I was in total agreement, such that I gave her a very quiet "Way to Go, Girl!" from my half of a cubicle. The article quotes her as saying, "If students don't enjoy reading, they don't have a very good chance of becoming lifelong learners, which is what librarians wish for them, of course."

So this made me think about other library programming that helps kids with learning opportunities and supports the joy of reading. There is the Summer Reading Program, which we all know is really popular, and most libraries have one or more monthly book discussions. I've been to libraries where they have the Lightbulb Lab which teaches science to younger kids by letting them do simple experiments.

Some libraries are a little more adventuresome. The Northwest Regional Library has a program called **Ready, Set, Read!**, which takes 4 and 5 year olds and gives them a story time and craft in a setting that gets them used to being without their parents so they can get ready for preschool or kindergarten. It also helps them with developing better hand and eye coordination which is critical when learning to write. Lucinda Wood, who presents this weekly program, also gets a "Way to Go, Girl!" from me.

One other program strikes me as particularly appropriate and it is called **Writing Box**. This is a program that I developed into a 12-16 week hands-on program where 2nd – 6th graders practice their writing skills by starting out with very easy projects like a name poem. They progress to harder ones each week, such as MadLibs, or developing characters and writing a short story about them, while still having fun. Librarian Christie Valentine presents this program at the Fountain Hills branch library (Way to Go, Girl!) and we both like it so much that we submitted this program as a proposal for a pre-conference workshop at the 2008 AZLA Conference in December, so maybe (if we get accepted) you can join us as we have fun and learn about how kids can do these easy writing projects in the library!

All of these programs are great for kids (or adults) who speak English well, but for those just learning the language they can mean the difference between succeeding in school with a chance to go on to college and dropping out because they feel they don't fit in or haven't the ability to do the work. If you know of any other similar programs where schools or libraries sneak education into fun programming, let me know at normalenezeeman@mcladaz.org.

We hope to continue to have a REFORMA article in every issue and bring you new and interesting sources of information to help you better serve your diverse populations and get the word out about REFORMA.

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Ira H. Hayes Memorial Library in Sacaton,

On Friday, June 6, Evelyn Howley and I visited the Ira H. Hayes Memorial Library in Sacaton, located in the Gila River Indian Community. We took I-17 to I-10, and then looked for the exit for Arizona 587/Casa Blanca Road. From here you go east to Sacaton Road. Traveling south, you enter the town of Sacaton. The Library is at 94 N. Church Street.

The Gila River Indian Community was founded by an Act of Congress in 1859. Its Constitution was adopted in 1939. The Community, according to its website, is the homeland for two tribes, the Akimel O'Odham (Pima) and the Pee-Posh (Maricopa). The two tribes practice their own traditions while being governed by a single council. Economic activities in the 600-square-mile Community include the Gila River Farms, industrial parks, and the Gila River Health Care Corporation. Rawhide, Firebird Lake, Gila Heritage Park, and several resorts, casinos and golf courses all provide economic and recreational opportunities.

Tribal administrative offices are located in the town of Sacaton. In 2000 the population was 1584. The Community is divided into 7 districts; Sacaton is in District 3.

Ira H. Hayes, after whom the Library is named, was an Akimel O'Odham member of the Gila River Indian Community. He lived from January 12, 1923 to January 24, 1955. In 1942 he joined the Marines. Most famously, he participated with four other Marines and a Navy corpsman in the second flag-raising on Iwo Jima that was immortalized in the photograph taken by Joe Rosenthal. He is interred at Arlington National Cemetery. Ira Hayes is honored in Sacaton with a monument in Veterans Memorial Park, just to the north of the Library.

The Library has a distinctive yellow sign in its large fenced parking lot. Patio furniture and a bench are available for outside reading. Frosted glass panels front the main room of the Library. An awning covers the entrance.

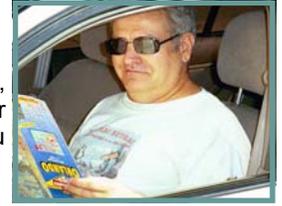
We met Library Aide Marjorie Hilbers. She led us back to the children's room. There are plans to build a larger space for this room, which is a charming space. It has a rocking chair with a footstool; small blue chairs and study tables; a tree mural on the wall; and puppets.

Upon entering the Library, you see large rooms on either side. Tall ceilings amplify the sense of spaciousness. Paintings and donated Katsinas adorn the walls and shelves.

The room on the left has the public PC's. Books are on shelves on two walls, with paperback racks next to the computer tables. The room on the right has the service desk and more nonfiction along with Westerns.

Marjorie told us that the Library is filled with children after school or local District activities. Adults like to check out cookbooks and poetry. The Library participated in its first Summer Reading Program last year, and plans are underway to have a second program this year. The Community provides financial support for the Library.

Please drop by the Library and say hello to Marjorie if you are visiting the Community for one of its many other offerings.



with

Louis Howley
Phoenix Public Library





ARIZONA LIBRARY ASSOCIATION

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The Arizona Library Association is a nonprofit corporation chartered in Arizona.

Libraries needing assistance in censorship issues should contact:

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Adult Services Librarian, Maricopa County Library District

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Web site: www.azlibrary.gov

Arizona Library Jobline website: www.azlibrary.gov/jobs/

Mountain Plains Library Association

MPLA Jobline: 605-677-5757; www.mpla.us

AzLA 2008 CALENDAR

July 25

Executive Board meeting, Prescott—Yavapai Community College

October 17

Executive Board meeting, Sierra Vista Public Library

December 8-10

AzLA Annual Conference, Glendale, “New Frontiers: Moving into the Future”

For other calendars and a listing of continuing education, grant writing, Carnegie Center, and other events, see the

Arizona State Library website: www.azlibrary.gov/events/index.cfm.

For other continuing education opportunities, click **Continuing Education** on the AzLA website.

Arizona Library Association Newsletter

The *AzLA Newsletter* (ISSN:0515-0272) is published 10 times yearly with two combined issues, July/August and November/December. The **DEADLINE** for submission of materials is: **10th of the month** for the following month's issue. **Send items by email (or by regular mail, if necessary) to editor above. The deadline for newsletter submissions is: the 10th of the month.**

Submission guidelines: All Items should be brief; informational; fewer than 500 words; include a title; be written with a library audience in mind [i.e., send articles, not press releases--which are written for the public] and be signed by the submitter's name, library affiliation, and phone number. The editor reserves the right to edit all articles for style, content, and length.