



Call for Proposals for 2014 AzLA Conference. Libraries: Best of the West!

The Arizona Library Association and Mountain Plains Library Association invite all library and information professionals to submit program proposals for the 2014 AzLA/MPLA Annual Conference, to be held at the Radisson Fort McDowell Resort and Conference Center in Scottsdale/Fountain Hills, November 12 - 14, 2014.

This year's joint conference will include attendees from

Arizona and from throughout the 12-state Mountain Plains Region. Together, our two associations will highlight the best our libraries have to offer: Creative approaches, new ideas and services, unique collections, and more!



Conference Theme The 2014 conference theme is "Libraries: Best of the West!" Out here on the great frontier, what are your libraries doing not only to stay relevant, but to push the boundaries of

(Continued on page 2)

Inside this issue:

Message from the President 2
Children's Author/Illustrator Network 4
Volunteering & Highlights at AzLA 4
Caldecott to Arizonan 5
From MPLA Library Spotlight 6
Library Staff Spotlight 7
YA Corner 9
Got Gov't Info Interest? 10
Emerging Tech 11
Tech It Out 12
Working the Web 12
News from SIRLS 13

2013 AzLA Conference Survey Results

The 2013 Conference survey results are in and tabulated. The evaluations show that the conference was successful. Attendees gained new insight, reenergized, rekindled friendships, and made new connections. Participants were asked to list their three favorite programs.

What was most surprising about the responses was just how many programs received votes. Almost every program received at least one vote! That tells us that there were a lot of high-quality programs to attend. Interestingly, when we tabulated the votes for top three, we

(Continued on page 3)

Message from the President

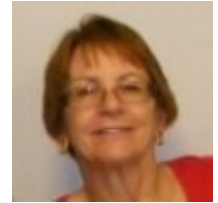
AzLA/MPLA Conference

I am happy to announce that we now have an official AzLA / MPLA 2014 Conference logo! And I am even happier to tell you that it was created by an Arizona librarian! Ann Marie Leonard, the Emerging Technologies Librarian at Pinal County Library District put her skills and imagination together to come up with this logo. By the time you read this newsletter, the call for programs should be out, and I hope you are all thinking of ways to share the best practices of your library with conference attendees. This conference should be bigger and better than ever, since it is a joint conference with the Mountain Plains Library Association. There should be a greater variety of speakers, and attendees from libraries throughout the

mountains and plains of the western United States. The conference committee is working on great keynote speakers and additional events, and they are even including meals with the cost of registration!

The past months have shown me the dedication of library staff and users to keeping libraries solvent and locally managed. Our Legislative Committee Chair Brenda Brown has been working with our lobbyist to keep us informed and acting on threats to libraries. Thank you to everyone who contacted their legislators on behalf of Arizona libraries.

Ann Boles
AzLA President



Ann Boles
AzLA President

Call for Proposals for 2014 AzLA Conference... (cont.)

library services? How are your libraries building strong communities? How do you balance serving your library against connecting with libraries with very different needs and populations? In the constant duel for limited resources, how do your libraries promote themselves as “the good guys”? Show off your frontier spirit by sharing the plans and strategies that have made your libraries among “The Best of the West!”

Submission Deadlines:

Preconferences, Programs, and Workshops: **April 28, 2014.**
Posters, Roundtables and Blitz Sessions: **May 26, 2014.**

Preconference presenters must be available on Wednesday, November 12,

2014. All other presenters must be available to present on either day of the conference: Thursday, November 13, 2014, and Friday, November 14, 2014.

Program Tracks:

Leadership & Staff Development -

Explore leadership, management, and organizational/career development issues, trends, and best practices.

Children & Young Adults - Share exciting, practical, and theoretical ideas and information about serving children and young adults.

Information Literacy & Teaching - Focus on instruction techniques, theory, information literacy, and classroom

(Continued on [page 3](#))

Call for Proposals for 2014 AzLA Conference... (cont.)

trends and topics.

User Services - Explore collection development topics, new trends in designing user spaces, and improving public services.

Technology & Tech Services - Explore ideas and information about digital library issues, metadata standards, and hot new technology trends.

Library Outreach, Marketing and Advocacy - Teach others how to create partnerships, be aware of legislative issues, advocate for libraries, and utilize new marketing techniques and ideas.

For more information, or to submit your proposal online, visit the [conference page](#). You can also follow AZLA's [blog](#), Like us on Facebook, or follow our Twitter feed (#azlampla).

Online registration opens on August 26, 2014. Contact the AzLA Association Management Office for questions about registering for the conference or if you need assistance with your username and password. They can be reached at (480) 609-3999 or admin@azla.org.

2013 AzLA Conference Survey Results (cont.)

ended up with a number of ties, so what started out as the top three turned into the top five and they are:

Change That Matters by Jamie LaRue

Reach for the Skype by Jennifer Kendall, Jacob Kendall, Ivy Broiles, Emily Keller and James Kennedy

6 Essential Apps for a Connected Librarian by Vincent Alascia

Shut Up About the eSociety Already by Katherine Griffin, Bryan Summers, and Brian Franssen

Thinking in ERROR: Making Electronic Resources Cool Again by Jennifer Caldwell, Cat Strong, Jenn Berry and James Walter

Many presenters made their presentations available online, including the [keynote address by Jamie LaRue](#).

On behalf of the Conference Planning Committee we again want to thank all the presenters, volunteers, attendees, exhibitors, and AzLA leadership for a very enjoyable and valuable conference experience. Your contributions brought it all together. Now on to 2014! This year's conference theme is "Best of West" and it is in partnership with the Mountain Plains Library Association (MPLA). The 2014 conference promises to be a valuable professional development and networking opportunity, and we can't wait to hear about what's happening at your library and libraries around the MPLA region in 2014! So keep your word processor fired up and send in your submissions to the 2014 AzLA/MPLA Call for Proposals.

René Tanner and Ginny Pannabecker
Conference Co-Chairs for 2013

The Children's Author/Illustrator Network

The Author/Illustrator Network is updated with each edition of the newsletter on the [AzLA website](#). Look for the Children's Author/Illustrator Network on the AzLA homepage under the "Tools and Resources" heading in the toolbar.

Author/Illustrator programs are the

delight of children, teachers and parents, and Arizona librarians are fortunate to have a one-stop shop for calendars, contact and scheduling information of local and visiting authors. Mary Wong creates this esource list for librarians and teachers throughout the state.

Volunteering & Highlights at AzLA

If you did not attend the 2013 AzLA Annual Conference: Libraries in the eSociety in November, you missed an outstanding opportunity for professional growth and networking. Thanks to the generous support of AzLA, I was awarded a scholarship to attend and volunteer during this event.

From the first day of preconference, I was completely engaged in the conference experience. I had the privilege of participating in "Idea Circus: 25 More Great Library Projects to Inspire." This session focused on program ideas for LSTA (Library Services and Technology Act) grants. I came away from this preconference event with a booklet of ideas for LSTA grants that I shared with my colleagues. The speakers inspired me to explore LSTA grant opportunities for my library.

Jamie LaRue, the keynote speaker, inspired us with "Change That Matters." He challenged his audience to think about why change is important, how to deal with change, and the future of libraries.

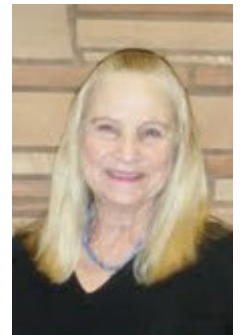
The conference program was well-designed with speaker sessions, poster sessions, roundtable discussions, and

exhibits. I enjoyed each session that I attended and implemented new ideas when I returned to work at the library. My favorite session was a new fast-paced program called a blitz session. The blitz session included three 20-minute presentations on a variety of topics. Each presentation was short, sweet, and to the point.

In addition to attending sessions for professional development, I also participated in the early morning yoga class taught by Elizabeth Matson, Registered Yoga Teacher and Youth/Teen Librarian, Queen Creek Branch, Maricopa County Library District. This class proved to be the perfect way to start a busy day at the AzLA Conference. I enjoyed networking at the fun poolside reception co-sponsored by SIRLS. The Author Awards Luncheon highlighted the accomplishments of authors. Accommodations and conference facilities at the Radisson Fort McDowell Resort were exceptional.

I am already looking forward to attending the Conference next year to participate, volunteer, and network with my colleagues. Hats off to Ginny Panna-

(Continued on [page 5](#))



Cheryl Yeatts is the Manager of Sedona Public Library in the Village of Oak Creek.

Volunteering & Highlights... (cont.)

becker and Rene Tanner, Co-Chairs of the Conference, for their planning and organizational skills. I would also like to extend my appreciation to AzLA for the generous scholarship. Hope to see you

at the AzLA Annual Conference in 2014!

[Cheryl L. Yeatts](#)

Manager
Sedona Public Library in the Village
928-284-1603

Arizona Children's Book Illustrator Wins 2014 Caldecott Honor Award

Congratulations to Molly Idle, a 2014 Caldecott Honor Award recipient!

Idle, a Tempe, AZ resident, won the prestigious award for her book, *Flora and the Flamingo* published by Chronicle Books. The announcement was made on January 27, 2014 during the American Library Association's mid-winter conference in Philadelphia.



Molly Idle, author and resident of Tempe.

Prior to the announcement from the Association of Library Services to Children (ALSC), a division of the American Library Association, *Flora and the Flamingo* received starred reviews from The Horn Book, Publishers Weekly and School Library Journal. The book also received rave reviews from mock Caldecott groups and children's book bloggers.

From Chronicle Books: In this innovative wordless picture book with interactive flaps, Flora and her graceful flamingo friend explore the trials and joys of

friendship through an elaborate synchronized dance. With a twist, a turn, and even a flop, these unlikely friends learn at last how to dance together in perfect harmony. Full of humor and

heart, this stunning performance (and splashy ending!) will have readers clapping for more!

These links provide additional information about [Molly Idle](#) and [Flora and the Flamingo](#).

In addition to *Flora and the Flamingo*, two other titles were selected for the Caldecott Honor Award. They are *Mr. Wuffles!* written and illustrated by David Wiesner and *Journey* written and illustrated by Aaron Becker. The Caldecott Medal was awarded to Brian Floca for his book, *Locomotive*.

Molly Idle will receive her award at the upcoming American Library Association annual conference in Las Vegas at the end of June 2014.

[Mary Wong](#)



From The Mountain Plains Library Association

Who Are the People in Your Neighborhood?

When strangers start acting like neighbors... communities are reinvigorated. – Ralph Nader

What do think about when you hear the word ‘neighborhood’? It’s definitely a ‘place’, defined in physical space and proximity. It can also be subjective, defined by character or vibe. It can also be defined as the people living in a particular area. A lot of emotion and connection to neighborhoods is based on whether it is ‘your’ neighborhood. You may know some cool neighborhoods to visit and explore, or some bad neighborhoods to avoid, but many of us put a great deal of time and effort into what is going on in ‘our’ neighborhood. Our neighborhood influences us in many ways: it helps defines us, it is right outside our door, and things that happen there may spur us into action, even while news of equal (or worse) happenings *elsewhere* may be met with barely an acknowledgement.

This bond or sense of identity defined by proximity can lead to some incredible relationships. We’re all doing our own thing, but we’ve got others who are in this place with us, experiencing common issues and challenges. We engage these neighbors to varying degrees, as resources for resolving any number of individual or neighborhood issues; borrowing a cup of sugar, watching the house/pets while out of town, dealing with the high school kid racing down the street cranking tunes, etc. Good neighbors can really make or break life in the

neighborhood, and sometimes these good neighbors become great friends. And sometimes the concept of neighborhoods expands, encompassing great distances, even across states, morphing into regions, but still with the identity of commonly shared issues and concerns.

So, who are some of the people in AzLA’s neighborhood? If you look at MPLA, a regional library association, you see 12 landlocked states, decidedly ‘Western’ in nature. These are big states, with lots of space and rural areas; not like the east (where the names of some states don’t fit within their map boundaries). It can be difficult to provide quality library services over these great distances and diverse populations, but as in any neighborhood, a lot of these problems are common. Support from neighbors can improve your quality of life, and assisting neighbors not only gives you a good feeling, it makes the neighborhood a better place.

I invite you to [meet the neighbors](#). The houses might look different, but inside are good people trying to make their libraries better places with better services. Take a look. I’m sure if you asked, they’d even lend you that cup of sugar.

Just a reminder, you are cordially invited to the [AzLA/MPLA Block Party](#), happening in November.

[Dan Stanton](#)
MPLA Representative
480-965-1798

“It can be difficult to provide quality library services over these great distances and diverse populations, but as in any neighborhood, a lot of these problems are common.”

Library Spotlight

Prescott Valley Public Library

Do you have a library to suggest? It can be an academic library, public library, school library, or special library, even an online-only library, as long as it's managed within/related specifically to Arizona! Email your suggestions to Virginia.Pannabecker@asu.edu.

The stunning, inspiring [Prescott Valley Public Library](#) (PVPL) is located in [Prescott Valley, Arizona](#). Open Tuesday through Saturday, the library provides study, research, meeting, and event spaces to the Prescott Valley community and their partner, Yavapai Community College whose campus is located next to the library. Designed by [richard + bauer](#), and completed in 2010, the PVPL won the [ALA/International Interior Design Association Award](#) and was recently featured on the [Public Library Association's Facebook page](#).

According to the [Prescott Valley Library Foundation](#), "Access to knowledge is the road to innovation and new ideas." It's easy to find out about current programs and new happenings at Prescott Valley Public! Check out their [monthly Newsletter](#), [Facebook page](#), and [Pinterest page](#).

Casey Van Haren, Circulation Supervisor of PVPL affirms her Assistant Director Ted Johnson's remark, "We are more than just a 'box of books'." Casey notes, "We have so much going on at our library. We offer e-book classes, FAFSA workshops, [Pisanki egg decorating](#), art docent talks, story times for children, and a digital media lab with 8 Apple computers, a green screen, and a video

recorder that the public can use. All of this is free of charge." The library also includes a children's story area with windows at all heights, even floor level, for every age; an events auditorium; and a beautiful fourth floor rooftop terrace with an amazing view that looks straight out to Glassford Hill. Patrons can eat, read and relax on the rooftop patio and soak in the sun.



The view of Glassford Hill from the fourth floor reading terrace of the Prescott Valley Public Library.

PVPL tailors their collection and programming to community interests and needs, and offers opportunities for feedback and

suggestions throughout the year. The library collaborates with the Prescott Valley Parks and Recreation department to host rotating exhibits of local artists: providing a unique and changing visual atmosphere, along with greater exposure for local artists. The library has several collections of interest to the community including a genealogy research room; a Spanish-language collection of books, DVDs, audiobooks, and more;



The adult nonfiction area.

(Continued on [page 8](#))

Library Spotlight (cont.)

and a manga and anime collection for teens. A teen-only patio area offers teens a safe, enriching place to gather outside school hours, and the teen art club and other activities that are partly planned in cooperation with a teen advisory board make engaging teen programming available on a daily basis.

Commitment to community and vice versa is evident everywhere you look. In February the teen area had a Valentines for Veterans activity area set up, and near the checkout was an 'I love my library because ...' feedback board. Tutoring and continuing education programming is offered to all audiences. Community volunteers also play a big

part at PVPL. Casey says, "I love our volunteers. We have a diverse group who bring energy and special skills to our customers." Current volunteers love that there's 'never a dull moment,' and encourage anyone interested to contact Lindy Messerly, their Volunteer Coordinator, for options to join in on the fun!

[Casey VanHaren](#)

Circulation Supervisor
Prescott Valley Public Library
928-759-3061

[Lindy Messerly](#)

Volunteer Coordinator
Prescott Valley Public Library
928-759-3038

Library Staff Spotlight

Casey VanHaren

Casey VanHaren, Circulation Supervisor for Prescott Valley Public Library (PVPL), thinks fondly of her first encounter with PVPL, "I recall driving up from the Valley the night before my interview. I had never been in the Prescott Valley Public Library before. I remember my Aunt Sue talking about it because she volunteered there and said it was beautiful. I never thought that I would be entering one of the most uniquely designed library buildings I had ever seen. Later I found out that the design is supposed to mimic the extinct volcano of Glassford Hill. Inside the library there were computers everywhere and it



Casey VanHaren, Circulation Supervisor at the Prescott Valley Public Library.

was filled with people. As I was touring the building, the Assistant Director, Ted Johnson, who I didn't know at the time, asked me if I needed help. He was very friendly (that or he thought I was casing the joint!). That was what I liked about the place: all the staff were friendly and busy. The library was full of activity."

Casey sees embedded librarianship as a major trend in public libraries. "We can't sit in the building and expect the community to come to us. We need to get out into the community and build

"Casey sees embedded librarianship as a major trend in public libraries. 'We can't sit in the building and expect the community to come to us...'"

(Continued on [page 9](#))

Library Staff Spotlight (cont.)

partnerships: visit our senior centers, local high schools, and middle schools; join forces with our town's economic development organization; connect as guest speakers in community college classrooms, at local business meetings, and elsewhere to communicate and receive feedback about the benefits of the library to its community." Public libraries can bring specialized tools, resources, and services to their communities. "One of the achievements I'm most proud of since joining PVPL is applying for and receiving the Digital Media Lab grant. It will be a great opportunity for our community to work with new technology with instructional support provided."

Casey has worked in libraries for over 27 years, holds a Bachelor of Science in Library Information and Technology, and is active in professional associations. She is Co-Chair for this year's 2014 AzLA/MPLA Annual Conference. She believes that in public libraries, experience is a necessity, with education providing additional breadth and understanding. Casey begins her [Master of Library and Information Science at San](#)

[José State University](#) in Fall 2014 with a solid foundation in library work and several project ideas. Casey also notes the importance of learning from each other, "I have learned so much from my mentor (and former manager at Glendale Public), Louise Stephens, from my fellow librarians, from working the desk, reading professional journals, attending conferences, and being self-taught."

Looking ahead, Casey's goals and projects include: re-opening Mondays, hiring more staff, writing more grants for technology and partnerships with NAU and Yavapai Community College for a business incubator, possibly implementing a one-desk concept, and engaging community members more via additional social media. Outside of work, Casey enjoys horseback riding, camping, hunting, and fishing with her husband, Trevor, and their three pugs Luci, Max and Hank. Casey loves to read as well, and is currently reading the Divergent trilogy.

[Casey VanHaren](#)

Circulation Supervisor
Prescott Valley Public Library
928-759-3061

YA Corner

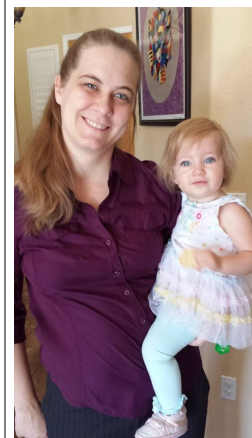
STEM @ the Library

As some of you may have remembered from a previous column, the Glendale Public Library is focusing on STEM-related programming this year. I thought I'd give you an update on some of the types of events we have held or are going to hold in the upcoming months for teens. Last column we highlighted *Hunger Games Monopoly*, this month

we have zombies, pi, Dr. Who, and Earth day.

We have a teen librarian who loves zombies—seriously loves zombies. When we announced the STEM grant, she asked if she could do zombies. My glib response was, "maybe the debunking of zombies..." Viola! **The Science of Zom-**

(Continued on [page 10](#))



Kristin Fletcher-Spear
(and her daughter
Emma)

YA Corner (cont.)

bies was created. Making it more about how viruses and germs spread, than about a zombie apocalypse allowed the librarians to have an educational, but vastly entertaining event.

Who loves Pi? We love pi! Well, really, we're librarians, so we're not the best at math. But that's not stopping us from enjoying the math craft workshop called **I love Pi bracelet making**. Since Pi Day is on 3/14 and many of our schools celebrate the day, we're having our program a few days earlier to promote it and give something the teens can wear on Pi Day itself. We'll be discussing Pi's history while making our very own 3.14 bracelet. We're even splurging and buying pie.

In December, we held two **Dr. Who** programs at Glendale. One had nothing to do with science whatsoever, but the other put together by our Main library's teen library council discussed the science behind Dr. Who. They created their own TARDIS (you can check out photos on our [Teen Facebook page](#)) for photo

ops and then used lenses and a decorated shoebox to emulate the TARDIS (it's bigger on the inside).

To celebrate the love we all feel for the earth, we have in April two **terrarium** programs—one for tweens and one for teens. This interactive workshop gives teens the chance to create their own little world while learning about the water cycle and plants.

There you have it – a handful of programs that you too could do with a little money and some creativity that incorporates STEM into your programs. Keep an eye out on the State Library's library development events. There's a STEM and maker space workshop in the works.

[Kristin Fletcher-Spear](#)

Administrative Librarian
Glendale Parks, Recreation and Library Services

[Foothills Branch Library](#)

623-930-3840

Got GIIG?

1. Do you *think* the world of government information is:
 - a) Overwhelming
 - b) Boring
 - c) Complicated
 - d) Irrelevant
 - e) All of the above
 - f) None of the above

2. Do you *know* that the Federal government:
 - a) Is the largest producer of information in the world
 - b) Has an official, digital, secure resource for producing, procuring, catalog-

- ing, indexing, authenticating, disseminating, and preserving the official information products of the U.S. Government
- c) Has a network of libraries that provides free public access to government information
- d) All of the above
- e) None of the above

However you answered, we would like to introduce you to an AzLA Interest Group that hopes to change what you *think* about Government Information, and turn it into a resource you *know* you can

(Continued on [page 11](#))

Got GIIG?

use and trust. The [Government Information Interest Group \(GIIG\)](#) has been laying low for a while, but with advances in technology and efforts by government agencies to share their information, we wanted to reboot the GIIG.

We are government information librarians (public and academic) and we see a wide range of topics and services that are covered by 'government resources'. We are part of this 'network of libraries' that provides free public access to official government information related to business, health, science, national parks, consumer protection, history, politics, and immigration services, etc. With this Interest Group, we want to reach out to all Arizona libraries

and staff so that you can feel comfortable with using these incredible free resources.

Please contact Leigh or Dan if interested in participating, and we will get the ball rolling! We can share resources, plan for conferences, etc.

[Leigh Brown](#)

Phoenix Public Library
1221 North Central Avenue
Phoenix, AZ
602-534-0608

[Dan Stanton](#)

Government Information Librarian
Arizona State University Libraries
480-965-1798

Emerging Technologies

The Data Well Has Done Gone Dry

How do you quantify something you cannot see, hear, feel, taste or touch? Data. That new finite resource has found a target on its head in the form of a cap placed by your internet service provider. In the past, most of us never even encroached on the magic limit that, should we believe our service providers, exceeding would cause a rupturing in the mythical tubes that carry the internet to our homes. Picture it: whole neighborhoods awash in data spillage. Think of the children.

Last month my wife and I received a nicely-worded letter from Cox Cable, alerting us to the fact that we exceeded our 300 gigabyte cap by some 25 gigabytes. No, I was not downloading all 500 episodes of the Simpsons, nor were we engaged in an endless weekend World

of Warcraft quest. The culprit was our Netflix account. Having cut the cable (or at least the one that brings television service) to our home, we rely instead on internet streaming services to feed our television needs. Apparently last month we spent a lot of time in front of the boob tube. The good news is there is no charge for exceeding your cap, though Cox did recommend we upgrade our internet plan. The bad news is there is no charge for exceeding your cap, for now.

After a [miraculous beat down](#) by the corporations that rule our country, (sorry U.S. courts, slip of the tongue), [net neutrality](#) seems like a distant memory for the FCC. With streaming services committed to making sure those new

(Continued on [page 12](#))

Emerging Technologies (cont.)

ultra high definition TVs have content to push around all those extra pixels, you can bet data caps will be more like data tiers in the coming months and that the extra charges will be coming.

What can we do? Well the good news is that content we stream from Netflix would not count against our data cap if we stream it from Cox. But there's al-

ways a catch. To do that, of course, would mean re-subscribing to a television service provider. Right now all we can really do is watch and support our legislators who are working to keep net neutrality alive. Otherwise, soon the question won't be how fast your Internet plan is but how much data you can use in a month.

Emerging Technologies is sponsored by the MCLC TechTalk Committee and is written by Vinny Alascia, Librarian at the Arizona State Library, Archives & Public Records, and TechTalk Co-Chair. Visit the Tech Talk blog at <http://mclctechtalk.wordpress.com/>.

Tech It Out!

Tech It Out is a new blog by Megan McGuire and Serene Rock. We are both faculty librarians in the Maricopa Community College District, and we love to utilize technology in our library instruction and anywhere else we can sneak it in. We are always on the lookout for new and emerging tools, or just new ways to use old tools. In each blog post we will discuss a web 2.0 tool that can be used for information literacy and

library instruction, promoting and marketing library resources and services, or other library related activities. We'll explain how to use each tool and share specific examples from our own classes or experiences. [Tech it Out!](#)

[Serene Rock](#)
Library Faculty
Scottsdale Community College
480.423.6654



Everyone, regardless of position, takes a leadership role in their work. For some, that leadership comes with a title of manager, supervisor, or director. Regardless of whether or not you hold that title, one way to help yourself professionally is to keep abreast of discussions and research in the fields of management and leadership. What better way to do this than with checking in with

three blogs that address these topics in diverse ways?

Management and Leadership Sites

[Leadership Freak](#)

Looking for facts presented succinctly with insightful questions for self-reflection? *Leadership Freak* is the blog
(Continued on [page 13](#))

Working the Web (cont.)

for you. Written by Dan Rockwell, a coach, trainer, and mentor from Pennsylvania, this blog is geared for the general population, regardless of title. Rockwell tackles a wide range of topics including, most recently, garnering respect, leading and making change, creating momentum, and recognizing signs of failure early on. All of his advice is presented in 300 words or less. The blog is updated daily.

[Open Forum](#)

For a website that's broader in scope, check out American Express' *Open Forum*. This site is geared for entrepreneurs or those growing a small business, but is applicable to librarians since we need to reinvent ourselves to stay relevant in a changing marketplace. With a focus on leveraging social media and increasing networking opportunities, *Open Forum* has partnered with upcoming companies like Veri, a company that uses gamification to engage users, and General Assembly, a co-working office space for a fresh perspective on management and leadership. Listed most recently under "What's Trending" are articles about being a mindful leader, time management strategies, and women in technology-dominated fields. The site's articles are broken down into five main topics: customers, leadership, marketing, money,

News from SIRLS

SIRLS hosted the 2014 Lawrence Clark Powell Memorial Lecture at the Tucson Festival of Books on Saturday, March 15 at 2:30pm.

The lecture honored the late Lawrence

and technology. Members are encouraged to share their own insights or ask for advice from the forum. Membership is free but no membership is required to read the articles.

[Ask a Manager: And If You Don't I'll Tell You Anyway](#)

If you want answers to everyday management questions or advice for your own conundrums, look no further than *Ask a Manager*. Author Alison Green posts six days a week, Monday through Saturday, at least three posts a day. The posts always consist of three types: 1) A topic of the day to consider; 2) "A reader writes," which is a specific question and scenario from a reader to whom Green responded in-depth; and 3) "Five answers to five questions," which is much like "a reader writes" but questions and responses tend to be shorter or more generic in nature. Green's expertise comes from her former position as a chief of staff of a medium-sized firm where she was "responsible for hiring, firing, promoting, managing, all of that." Since 2010 she has worked as a management consultant and blogger with a goal of presenting criticism and honesty in a straightforward manner.

[Kim Belair](#)

Librarian I
Mesa Public Library

Clark Powell, librarian, literary critic, prolific author, and Tucson resident for more than 30 years. After retiring as dean of the library school at UCLA in 1966, Powell moved to Tucson where

(Continued on [page 14](#))

"If you want answers to everyday management questions or advice for your own conundrums, look no further than Ask a Manager."

News from SIRLS (cont.)

he was a professor in residence at the University of Arizona. Powell helped to found the University of Arizona's School of Library and Information Science in the 1970s. In honor of Powell's contributions to libraries and literature and his reverence for the Southwest, the lecture bearing his name is delivered by an author whose breadth of work reflects the values, landscape, history and culture of the region.

Benjamin Alire Sáenz is the 2014 Lawrence Clark Powell Memorial guest lecturer. The award-winning author

focused his lecture around his book, *Everything Begins and Ends at the Kentucky Club*, which is a collection of short stories about contradiction and conflict in the lives of those who reside on the border lands around the Rio Grande. For more information about Benjamin Alire Sáenz and his other scheduled events at the Tucson Festival of Books, please [see the website](#).

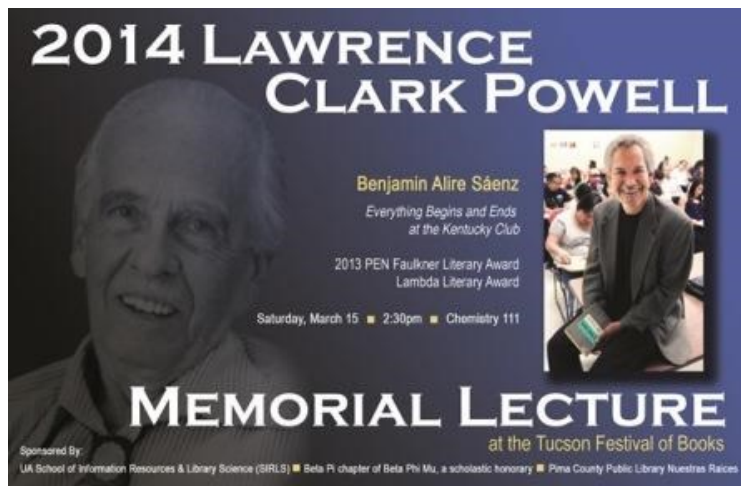
Latino Literacy Roundtable

SIRLS co-sponsored the 2014 Latino Literacy Roundtable on Friday, March 14, 2014 from 9:30am-3pm at the Arizona Historical Society.

The Latino Literacy Roundtable provides an opportunity for scholars and commu-

nity members to meet, discuss, and share information about the development of literacy of Latinos in English and in Spanish, and to promote the bilingualism and biliteracy of Latinos.

This year's event included a panel discussion on "Enhancing Opportunities for Digital Literacy for Latinos in the Community: Challenges and Opportunities." Panelists included Rosario Carrillo, UA Mexican American Studies, Janet Ceja,



UA SIRLS, and Verónica Reyes-Escudero, UA Special Collections. Each of the panelists led a roundtable discussion following

the panel. Other activities include a poster session and a guest author.

For more information, please see [the website](#).

Effective immediately, the SIRLS MA in Information Resources and Library Science (MA IRLS) degree has officially changed its name to the MA in Library and Information Science (LIS). This name change for the degree is reflective of our peer institutions, the job market/openings, and our curriculum. Students have already begun to see the change in their records. New students will be admitted in the Fall with the MA LIS degree program of study. Please see

(Continued on [page 15](#))

News from SIRLS (cont.)

our website for more information about our [Masters and other programs](#).

Also effectively immediately, SIRLS has reduced the tuition cost for non-resident students in our Distance Education (online) program. Historically, SIRLS has had one of the top 3 highest tuition rates among our peer institutions. With the recent adjustment in tuition costs,

the cost of an online degree for non-resident online students has now been cut in half. The online *non-resident* tuition rate will now be equal to the cost of *resident* tuition, which is approximately \$1,000/unit for the current academic year. Please see our [Distance Education Program](#) page for more information.