

Ohio

Libraries Quarterly

Technology & Libraries
Continuing Education



Welcome to the inaugural issue of the Ohio Libraries Quarterly. This quarterly publication replaces The News, a monthly newsletter that was produced by the State Library from 1958 through December 2011. The Ohio Libraries Quarterly will include articles focused on a central theme and welcomes articles submitted by state agencies, Ohio libraries, and library related organizations. Articles should be between 500 and 600 words in length and pertain to the specific theme of the quarter.

This inaugural issue focuses on two areas—technology in libraries and continuing education. Our look at technology features articles that highlight how it is helping libraries communicate differently with staff and customers and provide services in creative new ways. Articles in this issue take a look at the way libraries can use Intranets to communicate with staff and streamline routine processes, use QR codes to point customers to more information about the

library's programs and services, and allow patrons to interact with the library using a broad array of mobile devices. We also look at the way one library is using the Media Box to provide customers with all-hours access to DVDs and an initiative that is designed to guide students through the process of conducting a research project.

Articles about continuing education for staff working in all types of libraries include information about the fall 2012 conferences, Library Leadership Ohio, ILEAD U, and the Public Library Certification program.

We hope you will enjoy this issue of the Ohio Libraries Quarterly. For more information or to submit articles for publication, please contact Marsha McDevitt-Stredney at marshams@library.ohio.gov.

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Continuing Education

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State Library Board



Left to Right: Stephen Wood, President; State Librarian Beverly Cain; Krista Taracuk, member; John Myles, Vice-President; Melissa (Missy) Hendon Deters, member; and Jennifer Thompson McKell, member

Create Your Own

Gadget Gallery

Patrons and staff alike have a new and exciting destination at the Upper Arlington Public Library: the Gadget Gallery installed in the Media Department of the Main branch on Tremont Road. The purpose of the Gallery is to provide the opportunity for our patrons to try out several eBook readers to see which option is best for them. The Gallery currently features iPad®, Kindle Touch™, Kindle Fire™, Nook Simple Touch™ and Nook Tablet™ mobile digital devices. We can easily rotate these devices with new ones as they come on the market.

At UAPL, we have been proactive in providing access to downloadable digital content for our patrons. We were a founding partner in MOLDI (Mid-Ohio Library Digital Initiative) with the Grandview Heights Public Library in 2004. We

started circulating Sony Readers™ with preloaded titles in 2009. We started presenting talks to local organizations about eBooks and eReaders and new trends in digital library services.

In December 2011, we introduced the Gadget Gallery to help us better educate our patrons and staff on how these gadgets work and how they can be used to download digital content from the library web site. The Gallery has created many opportunities for us to seize the “teachable moment” and help patrons learn about different eReaders and tablets. We highly recommend this model to all libraries and would like to share some tips on how to plan and install your own (version of a gadget gallery).

By Shahin Shoar
Media Services Manager Upper
Arlington Public Library



Objective

We wanted to provide access to new devices and technologies and demonstrate how they can be used in the library setting. We aimed for a setting where staff could easily make themselves available to assist patrons and answer their questions.

Patrons always ask us to explain how to use their Kindle, Nook, iPad and other mobile digital devices. Our goal was to have the device handy and on display to allow for spontaneous “learn and play” opportunities for both patrons and staff. We also wanted an infrastructure that would allow for easy and quick updating of the displayed items.

Online Resources about Marketing & Communications

Looking for easily accessible helpful advice and strategies for communicating and promoting the value, programs, and services of your library? An understanding of marketing & communications processes and outcomes for your library is important for more than your Marketing & Communications staff. Everyone associated with your library plays a role. It's very helpful to look at information specific to libraries but looking beyond is important too. Here

are just a few valuable resources about Marketing, Promotion, & Communication.

658.8 includes practical Marketing for Public Libraries. A blog by Susan Brown, marketing director and former Adult Services Librarian at the Lawrence Public Library in Lawrence, KS. <http://658point8.com/>

LibrariesAreEssential.com is your source for advice and

By Masha McDevitt-Stredney
Director, Marketing & Communications
State Library of Ohio

consulting on library marketing, promotion, and public relations as well as information about Kathy Dempsey's book, *The Accidental Library Marketer*.

The 'M' Word - Marketing Libraries. Marketing tips and trends for libraries and non-profits blog from Kathy Dempsey and Nancy Dowd.

Library Journal's **The Bubble Room** – Library Journal. Alison Circle, Chief Customer Experience Officer

Who needs to be involved?

Administration: Get buy-in from Administration and get excited! Present your plan including suggestions about funding, potential locations and solutions to potential issues. Our Administration asked the Friends of the Library to underwrite this project and pay for the gadgets, security mechanisms and furniture.

IT and Facilities support: This project won't go anywhere without the expertise and active participation of the IT department. The Facilities department was in charge of providing the electrical infrastructure needed for the project.

Staff: Staff buy-in is of utmost importance as they are involved in providing support and promoting the service. They also need to have the knowledge and training needed to assist patrons confidently. The marketing staff involvement in promoting the service in the library and to the community is invaluable.

Where and what?

We wanted a permanent display of eReading devices available for spontaneous "play & learn" activities. We liked the Best Buy® model where gadgets are on display for customers to try out as they wish. It needed to be located where staff could easily offer help. We decided on a free-standing, café height table that allows for an easy flow of traffic and a comfortable space for staff to assist as needed. The Gallery is located in the Media department, where the staff is well-trained to answer questions related to eReaders, tablets and our digital download service. The setting could be different depending on your library but the results should be the same anywhere: happy patrons receiving a much appreciated service!

Now do you think you are ready to create your own gadget gallery?



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at the Columbus Metropolitan Library writes about promoting your library's brand and value. <http://lj.libraryjournal.com/category/opinion/bubble-room/>

Say it Right: A guide to help public library staff communicate effectively with the public. (<http://www.askaboutireland.ie/libraries/public-libraries/jobs-careers/professional-development/guide-to-communication-sa/>) Say It Write was written by Maureen Gilbert and published by [An Chomhairle Leabharlanna](#) (The Library Council, Ireland).

Marketing Toolkit. The toolkit is actually a combination of elements including an online blog with research, resources and more and a book by Ned Potter, Academic Librarian, University of York, UK. <http://www.librarymarketingtoolkit.com/2012/05/marketing-libraries-with-new.html>

Design, Engage, Succeed. Slides, videos, books, and a blog by Susan Weinschenk, Behavioral Psychologist. [100 Things Every Presenter Needs to Know About People](#) and <http://www.theteamw.com/blog/>

is a blog by Alison Wallbuton, Business Librarian, [Massey University](#), New Zealand. <http://alisonwallbuton.wordpress.com/tag/marketing/>

Copywriter/Internet Marketing Strategist. Blog, books (including the [Copywriters Handbook](#)), practical tips, reports, and more by Bob Bly. <http://bly.com/new/index.html>

Public Words: Helping People Tell Their Stories. A blog that features strategies and tips for improving your presentation skills. <http://www.publicwords.typepad.com/home/>

An App a Day...

By [Katie Sabol Campbell](#)
Library Consultant
State Library of Ohio



Did you know that you can access many of your favorite electronic resources from the State Library of Ohio on your mobile phone? Many resources offer either a mobile website or an application that you can download to your phone. A summary of the applications and the information available from each is provided below.

Apps:

EBSCOHost:

The EBSCOHost app allows you to access all of your EBSCO content from your mobile phone. Since it is a subscription resource, you will need to follow several steps to activate the application on your mobile device. First, start at the full EBSCO site and select the mobile device link at the bottom of the page. EBSCO will send an email to the address of your choice and then you will need to follow the instructions provided to get access on your mobile device. Once these instructions are completed, you can access EBSCO from your phone from anywhere. When you find a PDF article you would like to read, you can save it to the iBooks, Kindle, Evernote or Dropbox apps for easier reading and saving. [iPhone, iPad, iPod Touch, Android]



OverDrive: You can find and access eBooks through the OverDrive app. This app is available through your device's app store. Once the app is downloaded, you can identify your library by entering your city or zip code and then start browsing books from your library's site. Once you have found a book that you would like to read, simply check out and download the title. It will appear within the OverDrive app and you can read the book from there. [iPhone, iPad, iPod Touch, Android]

Mango Languages: To use the Mango Languages app on your mobile device, you will need to start at your library's page and find the link for Mango Languages. You will be asked to create an account the first time you use Mango Languages. Once you have created an account from your library's website, you can use this login information to access Mango from your mobile device. Since your accounts are linked by your email login, you can start a course on your mobile device and continue it on your home computer. This app allows you to access all of the language courses available in the full version of Mango Languages on the go! [iPhone, iPad, iPod Touch]

MyLibrary (Gale):

This iPhone app from Gale uses GPS to find libraries within a 10-mile radius of your location. You can then select

	All EBSCOhost Databases Health and Medical Business and Career Academic and Professional Journals
	Searchasaurus
	Secondary Search (Grades 7-12) Middle Search (Grades 4-10) Primary Search (Grades K-6)
	School Resource Center
	Kids Search
	Business Searching Interface
	Literary Reference Center
	Natural & Alternative Treatments
	CINAHL OhioLINK profile



Introducing the Lighter Side

By [Matthew Dyer](#), Head, Employee Services & [Cheryl Lubow](#), Librarian, Research Services
State Library of Ohio

Welcome to our "Lighter Side" column. This regular feature will highlight the humorous and heartwarming side of life in the library.

We've started off with a cartoon. In his book *Drawing Attention*, Stu Heineke says cartoons "make your message more immediate and powerful, because effective cartoons are about universal human needs, desires and experiences."

Funny and endearing incidents happen in libraries all the time. You have probably shared some in the staff room. I will never forget the "trampede of unicorns" described by a young reader one summer, or standing in the library atrium and having a spider come down to within three inches of my face from the ceiling, stare at me for a few seconds, and then go back up the way she came.

Do you have a story to share? Humor helps to bring us together no matter what type of library we represent, and makes our work a little cheerier on a difficult day. We would love to hear from you, whether it is a warm personal



interest story, an unexpected end to a library program, or the funny way a patron misinterpreted some computer instructions. We will share some of these with you, and taking our cue from a story, we will share a few items from either the State Library or OhioLINK library collections, too. Submit your story to Marsha McDevitt-Stredney, Ohio Libraries Quarterly editor, through [email](#).

OhioLINK's catalog contains many titles on workplace humor and its benefits, including these:

Coming to Work Ready to Play [videorecording] / Phil Sorentino (Humor Consultants Inc.). Ohio Office of Quality Services, 1999

Humor at Work: The Guaranteed, Bottom-line, Low-cost, High-efficiency Guide to Success Through Humor / Esther Blumenfeld and Lynne Alpern. Peachtree Publishers, 1994

The Levity Effect [electronic resource]: **Why it Pays to Lighten Up** / Adrian Gostick and Scott Christopher. Blackstone Audio, 2008

The Power of Humor at the Workplace / K. Sathyanarayana. Response Books/Sage Publications, 2007
The Role that Humor Plays in Shaping Organizational Culture. Barbara L. Gunning, 2001

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a library and access all its Gale electronic resources. The MyLibrary app identifies public libraries in your area but if you are a student, there are MyLibrary apps for both universities and schools. [iPhone, iPad, iPod Touch]

Mobile Websites:

HeinOnline:

The HeinOnline website recognizes if you are accessing from a mobile device and creates a mobile page for easier use. To access this page, you will need to start on the State Library's website and select "State Employees." From here, you can click the HeinOnline link and

log-in using your State Library of Ohio library card. Once you have logged in, you can access the HeinOnline mobile website to get access to thousands of law review articles, state laws, the Federal Register and more. [any mobile device]



The Care and Feeding of Library Websites

By [Shawn D. Walsh](#)
Former Senior Technology Analyst
[Northeast Ohio Regional Library System](#)

The value of your website is directly related to how much love and attention you give it. So unfortunately, once your website is up, the real work begins. Content must be added, but where? Does everything go on the front page of your website, or can you use the front page to direct users to other places on your site? What happens to old content? Does it get deleted or does it live on your website in perpetuity? When you add new content, should you attract attention to it by using a different font or coloring? Without a plan to care for your website, it will grow into an out of control dragon you must slay by completely scrapping your website and beginning again. And no one has time to do that!

...just because you can have millions of colors available on a computer screen and millions of fonts available, doesn't mean you should.

Without a steady and regular infusion of content, your website becomes stagnant and will quickly be abandoned by your patrons. Content is king, but it is a double-edged sword. Libraries often fall into the trap of smothering a site with too much content. They understand that without new content, a website will die. But when all new content ends up on the front page only, this is an even bigger problem. That space is precious and it must be respected. Even more important is the space on the front page that users don't have to scroll to see. Deciding what information occupies this precious real estate is not something to be done quickly or without planning.

Websites need to be nurtured and allowed to grow but not to become overgrown and unwieldy. Physical library materials get weeded, and website content must be weeded as well. A shelf crammed to capacity with books stacked on top and wedged in along the sides does not encourage someone to

remove a book from the shelf and check it out. Even if every book is the best possible selection for the subject, all the books cannot stay there because it discourages people from using any. The same is true of websites. An exhaustive list of links that a person must scroll through for even thirty seconds is too cluttered and unusable. All the sites may be relevant, but it is too overwhelming when someone moves through the list on their screen. Many librarians use the MUSTY and WORST methods for weeding materials. The same can be said for websites. Often there are things on library websites that would easily be removed via these methods.

A website and a brochure are two different forms of communication, but many of the same design rules apply. In a brochure, there is a specific color palette, font and layout, not every color in the rainbow mashed into a small space or 40 fonts in 2 inches of text. Like a brochure, just because you can have millions of colors available on a computer screen and millions of fonts available, doesn't mean you should. Most websites begin to lose their way when they start to deviate from the original design of the site.

While I am discouraging adding extra colors or fonts, if you do, do so sparingly. Think in terms of adding accessories to an elegant dress versus putting on an overcoat. If at all possible, try to pick color or fonts in the same family to complement the overall design. If this just will not work then perhaps it is time for the library to think about a redesign.



Another similarity between websites and publications is that publications of all types are successful when they present information in the most clear, concise, but helpful way possible. Burying information in an organizational system users cannot understand keeps them from getting your message or using your website. Most importantly, a brochure wouldn't be printed if the information it contained was not correct. The same is true of a website. It should be checked regularly to make sure the other pages it links to are still there. Nothing hurts the credibility of a website like links that don't work!

In the end, to make sure a website lives a healthy long life, use the following guidelines.

- Feed a website with content, but make sure it's the right kind.
- Exercise the website by removing superfluous content so the website stays lean and strong.
- Give the website boundaries to grown within. This way the website remains relevant to its audience.
- Stay consistent and true to the original design so that it remains visually appealing.

Cleveland Public Library Opens TechCentral

By Cathy Poilpré
Marketing & Communications
Cleveland Public Library

Cleveland Public Library (CPL) has created one of the most dynamic and interactive technology centers in the Cleveland region that is perhaps unrivaled in any library or city in the country. On Thursday, June 14th, CPL will unveil TechCentral, a \$1 million remodeling of substantial space in the Library's Louis Stokes Wing, turning it into an exciting, technologically innovative space for all Clevelanders to enjoy and use for their personal and professional growth. CPL Director Felton Thomas will join stakeholders, patrons, and staff at 5:30 p.m. to kick off the festivities and cut the ribbon on this new state-of-the-art technology center.

TechCentral completes the first phase of CPL's \$12-13.5 million dollar Downtown Destination Plan. This transformation will better connect CPL's downtown buildings with the developments of East 4th Street, Horseshoe Casino, plans for Public Square, and Medical Mart and Convention Center.

"We're positioning CPL for the future by transforming our downtown buildings into active, educational, and entertaining spaces for all Clevelanders to use," said Director Thomas. "The opening of TechCentral is a major success in our efforts to build the library of the future. Residents,

employees, and visitors downtown Cleveland are finding more active public and private spaces to enjoy, and CPL continues to be one of these major destinations."

Some of the highlights of TechCentral include:

Online access: to social media, email, and job search, research engines and assistance;

"TechToyBox": where iPads, tablets, Kindles, Nooks, and more will be available for patrons to play with or try out for the first time with well-trained staff available for one-on-one assistance and training;

MyCloud: CPL is the first library in the country to offer technology that begins in Tech Central where patrons can check out thin clients (small, flexible laptop-like machines), and then use them anywhere in the library. Patrons can set up their own personalized desktop experience;

eMedia: from eBooks to Audiobooks to MyTunes (free music downloads) and videos, patrons will have easy access to the latest books, songs, and videos

Computer access: brand new PCs, Macs, Linux PCs, printers, and



a 3-D printer (for 3-D modeling) will be available for patrons to use. Library staff will be on hand to help with all of this new technology, providing one-on-one assistance, training classes, and special events for patrons; Interactive Tech Wall: There will also be a 70" monitor with interactive programming and a video wall with graphics and information about TechCentral.

Following the grand opening of TechCentral on June 14th, a Community Open House will be held on Saturday, June 16th. Patrons will have the opportunity to receive instruction on and participate in demonstrations of technology, computers, MyCloud, eMedia, and printers, as well as a chance to win prizes throughout the day. For more information, visit cpl.org.



eReader Devices in Libraries

By Katrina Miday
Former Library Consultant at the
State Library of Ohio



As the demand for digital content increases, so does the number of library users that visit the library seeking help with using their new devices. Patrons are bringing their devices to the library for instruction and assistance, but very often the library staff doesn't have access to these devices to learn how to use them themselves. Because of this, more libraries are purchasing devices, not for library users, but for the library staff to become familiar with the devices and better serve the public.

The first devices that usually come to mind when someone says "eReader" are black and white e-ink display devices. The screens are not back-lit like computer screens or smart phone screens which means readers can't read in the dark, but they are great for outdoor reading or those with eye trouble if they're on a computer too long. These devices include Sony Readers, NOOK 1st Edition, NOOK Simple Touch, Kobo Touch, and many Kindle devices.

In the past, most e-ink readers would need to connect to a personal computer to transfer digital content. Luckily, in the last year solutions were developed so users don't need a computer to transfer. Kindle lending is available in many libraries allowing books to be transferred via Amazon's Whispernet, and Sony recently released an e-ink eReader (Sony Reader Wi-Fi) that can download library eBooks directly to the device itself.

The new generation of eReader devices are color tablet-like devices like the Kindle Fire, NOOK Color, NOOK Tablet, and Kobo Vox. These have full-color screens and offer users more than just book reading. The devices almost always have Wi-Fi and users are usually able to install a variety of apps that include games, video players, music players, productivity programs and more.

Other types of devices include tablets and iPads. These are usually

not thought of as strictly eReaders but they can be used with a variety of apps that allow you to use library eBooks (such as OverDrive Media Console and Bluefire), as well as eBooks from other companies such as NOOK, Kindle, and Kobo. These devices are Wi-Fi and/or 3G compatible and allow you to install a variety of other apps for games, movies, music, productivity and more.

If your library is interested in getting an eReader device for your staff but is working with a limited budget, start first with a basic e-ink reader that must be connected to a personal computer to transfer library eBooks. These are usually the least expensive and most commonly used, and give your staff experience working with a device and transferring titles using Adobe Digital Editions. From there you can add more expensive devices like a color eReader (NOOK Color or Tablet, or Kindle Fire), tablet or iPad.

Once your library has a device, allow the staff to use the device while at work and take the device home to use (with rules and guidelines for device use in place of course). A staff member can learn all the details about transferring titles within an hour or two, but allowing them to use the devices at home allows them to use the devices just as library users are, integrating them into everyday life. This also gives them time to learn the ins-and-outs of the device and many of the extra features they may come with, and most importantly learn how to provide support when something doesn't work right.

The OverDrive DIGITALBookmobile is visiting nine Ohio public libraries during the month of July.

For more information go to: digitalbookmobile.com



Save the Date

Between October 7 – 13, 2012, libraries are encouraged to pick one day to collect and share photographs, stories, and information to show what takes place in the library on a typical day.

Stay tuned for more information and resources to help you prepare and participate in 2012.

In Just One Day.....you can create the story of your library, and how you impact your community.

In Just One Day.....you can help build the case that will help lawmakers understand the importance of funding & support for Ohio Libraries.

In Just One Day.....you CAN make a difference.

Snapshot Day: A Day in the Life of Ohio Libraries is a project of the State Library of Ohio, the Ohio Library Council, OPLIN, the Academic Library Association of Ohio, OhioLINK, the Ohio Educational Library Media Association, and INFOhio.

To view pictures and results from the 2011 Ohio Snapshot Day, go to:

www.library.ohio.gov/snapshotday/



Technology Petting Zoo for Staff at Your Library

Get your eBook questions answered at this casual training! Library Consultant Mandy Knapp from the State Library of Ohio will bring a number of devices to your library for your staff to learn and practice on. Together, we'll touch and play with the devices in a relaxed and supportive environment. The devices available in each session include an iPod Touch, a Creative Zen Player (MP3), two Sony eReaders, a 1st Generation Kindle, a Nook Color, a Kindle Fire, a Motorola Xoom, a Nook Simple Touch, a 1st Generation Nook, an iPad and a Kobo. A laptop with the Overdrive Download Station software can also be brought.

Your library does not have to be a member of the Ohio eBook Project to have this training.

Any library in the State of Ohio is welcome to request a Technology Petting Zoo. Please note in the form below which (if any) eBook or downloadable audiobook services your library provides.

This program is best suited for no more than 20 participants per hour. So, if there were 40 staff members that needed trained, the program could be broken into 2-one hour sessions. Another option for a busy library is to have the trainer set up shop in a meeting room and have staff stop by on an off-desk hour.

With limited numbers of devices and trainers, sessions will be scheduled on a first come first serve basis. Please submit your request at least three weeks in advance; the more in advance your request is received, the more likely it is that

it will be able to be scheduled. At this time, we can accommodate 3 requests per month.

If you are interested in having a Technology Petting Zoo at your library please fill out the request form at: www.library.ohio.gov/lpd/technology-petting-zoo-request.



Library Consultant Mandy Knapp

GO! INFOhio

By Laura Sponhour
Outreach Specialist
INFOhio

Helps 6th-10th Graders Manage Research Projects Independently

GO! INFOhio (go.infohio.org), INFOhio's latest online service, brings together INFOhio resources with the best sites on the web to help students work through a research project step-by-step.

"Big research projects can be daunting," said Jennifer Schwelik, INFOhio Consultant, "especially for middle school students who are just learning the skills they need to work through a long-term project.

"When they are at school, their teachers and librarians can help them," she continued. "But what happens to them when they are home working by themselves and the project deadline is looming?"

While INFOhio staff members were exploring ideas to address that question, a second question presented itself: How can we increase database usage?

"Although the INFOhio databases are heavily used, we're always looking for ways to encourage students to use them more," said INFOhio Executive Director Terri Fredericka. "Too often we hear from our librarians in the field that students go to Google and stop there. For rigorous, academic research—the kind students will be required to do in college and on the job—they need to have



GO! INFOhio: Ask! Act! Achieve!

Everything you need for research in one place.
go.infohio.org

experience using a database to collect evidence to support their research question."

The answer to both questions is GO! INFOhio, a digital student learning commons. Learning commons started as spaces in physical libraries where people could meet to share ideas and learn from one another. Today, learning commons are also found in digital environments.

"INFOhio debuted the 21st Century Learning Commons for teachers in February 2010, which has just hit 3,000 users," Fredericka said. "We thought the learning commons format with a few modifications would work for student research."

Interaction was one key. "Students are so used to video games and YouTube and Facebook, we knew we couldn't just provide them with a dry list of links," Schwelik said. "We wanted to create a colorful, inviting site to guide them through every stage of research."

Site organization was another key. Faced with a large research project, students often become overwhelmed and procrastinate. To counteract that tendency, the team of six consultants who developed GO! INFOhio decided to organize the site into three smaller sections: ASK!, ACT!, and ACHIEVE!



INFOhio, a statewide cooperative school library and information network, supports and enriches teaching and learning by providing equitable access to

quality resources for Ohio's PreK-12 community of students, educators and parents. INFOhio's components include electronic resources for schools, instructional development for teachers, and school library automation -- all promoting use of technology information literacy and media literacy through the use of technology.



ASK! takes student through the initial phases of research—choosing a topic and asking good questions.

ACT! takes the student through the second phase of research—finding reliable resources, deciding which ones meet the need the best, and taking notes.

ACHIEVE! takes student through the final phase of research—presenting the project, either as a paper or a presentation.

Home **Ask** **Act** **Achieve** **Teacher's Guide** **Thank You**

Ask

- How do I decide on a topic?
- What do I already know?
- How do I begin my research?

Act

- How do I find valid information?
- How do I decide what information will answer my question?
- How do I organize my work?
- How do I work with others in a group?

Achieve

- How do I present my project?
- How do I publish my work?
- How do I evaluate my project?

GO! INFOhio Development Team

Jennifer Schwelik, INFOhio Consultant
 Melissa Higgs-Horwell, INFOhio Consultant
 Linda Towles, Library Consultant
 Connie Champlin, Library Consultant
 Mike Ridiger, INFOhio Technical Services
 Laura Sponhour, INFOhio Outreach Specialist

Each section features links to a variety of INFOhio databases and products and websites with mind mapping tools, note taking strategies, and presentation ideas to make a student's work really shine. In addition, students find tips on citing sources and other information to help them develop good digital citizenship.

Funded by a grant from the Ohio Department of Education, GO! INFOhio went live on February 13, 2012 to coincide with the eTech conference. While the site is targeted to middle and early high school students, it is open to all Ohio students. All materials—both INFOhio databases and web sites—are available for free, although some of them require students to create a user name and password to track their progress.

Schwelik said the team is using the remainder of this school year to get the word out, monitor how people are using GO! INFOhio, and make improvements. A similar site for elementary school students is in the planning stage. "A website is never really done!" Schwelik said.

INFOhio's Professional Development Opportunities

[Professional Development Tools](#) [MP3 5:16 min.] provides an overview of INFOhio services to support the professional development of Ohio's K-12 educators. Topics include personal learning network development by incorporating INFOhio's Core Collection of Electronic Resources, INFOhio's 21st Century Learning Commons and the

Knowledge Building Community. Conversation with Michael Sponhour, Ohio Department of Education, and Tom Shessler, Hamilton County ESC Instructional Consultant and INFOhio ICoach, May 2011. <http://www.infohio.org/Documents/Podcasts/ODEpodcastShessler201105.mp3>

Online Courses and Webinars

INFOhio Webinars: Strengthen your professional development with INFOhio's series of free, 45-minute webinars for Ohio educators. You will need a computer with Internet access and working speakers or audio headphones are necessary for participation. <http://www.infohio.org/Educator/Webinars2011-2012.html>

What is a QR code and why does your library need them?

By [Shawn D. Walsh](#)

Senior Technology Analyst
Northeast Ohio Regional Library System



For all intents and purposes, QR codes (short for Quick Response) are at their core just a barcode, but this barcode has the features of a Swiss Army Knife. QR codes originated in Japan, where they are very common and have been in use for several years now. They are designed to be read by a mobile phone application using the phone's camera as the barcode scanner.

So if they are just a barcode, why do they look so different than what we use now? Well, the reason for that is also the reason why they are more useful than a standard barcode. What sets QR codes apart is that they are designed in a way that they can store (and digitally present) much more data, including URLs, contact information, geo coordinates, and text, than a typical barcode which just stores numbers.

You should be seeing QR codes

in magazines, on billboards, television, liner notes, or even someone's t-shirt. Once the code is scanned by your cell phone, it may give you additional details about the business, product, or person. This code may allow you to search for a nearby store location, click to see a trailer for a movie, provide a coupon that you can use in a local store, or tell you something about the person in the shirt.

So how can your library use them? Well, the usage is fairly unlimited. Remember to think Swiss Army Knife, but to get started, here are some suggestions.

- Place a QR code on your building doors linking to your databases or to other After Hours services your library provides.
- Place a QR code on your business cards or on bookmarks to promote your library's website or social media presence.
- Place a QR code on your new movies or other media that links to a preview, trailer or additional enhanced content that your library may have purchased. (Some audio book vendors are already doing this.)
- Create a scavenger hunt using QR codes for teens

that also surreptitiously does bibliographic instruction.

- Create a poster-sized QR code to promote your library's website or social media presence and take it to community events or other social functions your library participates in.

So now that you have some ideas, how do you create a QR code? Thankfully, that is the easy part; many websites provide free services online to make the codes. Using your reference and searching skills, use Google or Bing to find websites that create a QR code you are looking for. For example, if you wanted a link to your Facebook page as a QR code, you should be able to find a plethora of sites via Google that allow you to create a URL QR code. Once you find a site you like, all you need to do is fill out the web form with your URL and press submit, and you should have your very own image. Download or copy and paste your new QR code image into any program that accepts images and you are ready to go.

If you would like more information on QR codes, look at NEO's CE offerings and WebJunction for upcoming workshops and tutorials.

Portsmouth Public Library Intranet

By Becky Schultz
Information Technology Dept.
Portsmouth Public Library

However high our expectations may sometimes be, it really isn't reasonable to expect people to read and remember every word in every correspondence they receive. Or to understand what is happening within the organization based on a few emails, some occasional meeting notes, informational documents, or perhaps an orientation that

took place several years ago. Referencing our memories or relying on word of mouth can also result in miscommunication and error.

Our first "Staff Central" intranet was put in place to provide a central place to store and access in-house documentation, staff schedule information, and a staff directory.

Our organization at that time was growing and both staff numbers and library services were reaching a peak. The intranet has long since grown into an integral part of our workflow. The current environment of having to do even more with less staff and less money has made it even more important.

-continued on page 12

Intranet *continued*

Maintaining our intranet includes making sure the information is quickly and easily accessible, securing the site from external access, keeping the information updated, and monitoring usage to constantly improve and evolve the content. Staying aware of changes within our organization, as well as soliciting feedback from staff are also important factors. Our staff has come to rely on the site, and in turn, we rely on staff to participate in keeping the content and activity relevant and updated.

Routine information that we have come to rely on such as scheduling information, phone lists, emergency contacts, and vehicle availability are easily accessible to all locations. Key procedures and policies no longer have to be printed and distributed with every update, and in turn, employees don't have to spend valuable time hunting down those forms and documents. The staff directory, which includes photos and contact information, is a great reference tool for both new and current staff.

We just launched Staff Central version 4 on January 3, and the current site contains the following elements:

- Links to our 'Time Clock' portal (we use ADP's online service)
- A master staff schedule for the week. Also accessible are other schedule views including individual schedules and department schedules.
- Access to our webmail interface
- Lots of internal forms including

Staff Central ADP PORTAL EMAIL FORMS GO SURFIN PHONE LIST SCHEDULE WEB CLOCKING YOURPPL

HOME DATABASES INFO CENTER MINUTES PAC RESOURCES STAFF DIRECTORY VEHICLES

Capri Suns

If you or someone you know drink Capri Suns. I need the pouches once you are finished with them. I hope to make purses with them for my DIY class. If you would like to send them to me, route them to SW and try to get as much liquid out as possible! Thanks!

18 JAN 2012 POSTED BY Sara Throckmorton POSTED IN Uncategorized DISCUSSION 0 Comments TAGS Capri-Suns

Welcome to the new Intranet – (Please read changes)

- Moved Databases from sidebar to main menu.
- Combined Links and Staff Resources from sidebar and placed in Resources on top menu. If you have a link you would like added, please let me know.
- You must be logged in to submit online forms!** If you are trying to access a form and are presented with a "Please login to view this form" message, login using your email username and password.
- Staff may post their own (or departmental) posts to the front page of Staff Central. For testing purposes, I will moderate everything that is submitted. This is done by logging in and creating a post using the QuickPress box. Give your post a title, and type your post into the content field and click Publish. I'll do the rest.

Search this site

REAL TALK!

Andrew Storey : 08:32 [\[delete\]](#)
IT staff will be at the New Boston branch today preparing for the inventory. You can reach us on our cell phones if you need us.

Becky Schultz : 08:29 [\[delete\]](#)
There is a new IT Help Desk, which will help IT monitor recurring computer issues. This doesn't mean you can't still call us with your problems, but an answer to your problem may already be available if no one is in the IT office. The link is below.

Becky : 12:27 [\[delete\]](#)
Check out the last couple of OPLIN 4Cast topics for some great information on Amazon and Cyber Crime:

Message

BULLETIN BOARD

Purchase Order Request, Request for Time Off, etc.

- A link to our public website
- A complete internal phone list
- Several in-house databases including inventory, schedule, book order, and computer training classes
- An Info Center - documentation including location manuals, automation system documentation, library policies and procedures, and health insurance provider links
- Archived supervisory meeting minutes
- Access to our PAC
- Commonly used links such as Amazon, Publisher's Weekly, and Novelist
- Our Staff Directory which includes a photo, bio, email address, and job title for each staff member
- A Vehicle Schedule - reservations for library vehicles
- Shout box - a live chat/comment area for conversations or notices; all staff can post here
- An area for posting news items

that alert staff to important information or events

- A Bulletin Board where staff can post items they have for sale or are seeking
- An IT help desk
- Emergency information including our emergency manual and important phone numbers - fire, law enforcement, ambulance, key staff, utilities, security, elevator, locksmith, glass, and our bomb threat checklist

An intranet is a great way to centralize documentation and improve access to information. Making those resources easy to access and providing a simple way to communicate and share information consistently at multiple locations has worked well for us. Over time, it has saved both time and money, created more cohesiveness among staff, and possibly prevented some stress as well.

Diving into Drupal

By Laura Solomon
Library Services Manager
OPLIN



I've been wading through the pieces and parts of the open source Drupal content management system for more than five years now, and I still can't claim that I know everything about it. Very few ever could, most likely: I once heard someone refer to learning Drupal as having a learning "cliff," rather than a curve. In a way, that's one of the best things about it. There's always something new, always something more to learn. No one will ever get bored working with Drupal.

We at the Ohio Public Library Information Network (OPLIN) use Drupal as a framework to build websites for public libraries around the state. By combining core Drupal with various third-party modules and our own code and customization, we've created a combination that can meet the needs of nearly any library. We've learned a lot about Drupal, and we'd like to share some of those things. If you're thinking about diving into Drupal, you may find

one or two of these tidbits useful:

- One of the comments we hear most frequently about what we create is how easy it is for the end user (the library staff). We've worked hard on simplifying the backend Drupal interface, because it can be incredibly complex and overwhelming for the uninitiated. Even if you're not the top-level administrator, the number of configuration options, even just in a base install, can make you dizzy. Devote time to learning what each option does before you start installing modules. It will give you a better idea of where to find things, especially after you start adding themes and modules, which almost always add yet more options.
- Backups are your friends. Not just backing up your code, but the database dumps, too. About to try a new module or theme you've never worked with before? Make backups. When that add-on starts doing weird things you can't seem to undo, you'll thank me.

- When you're browsing potential new add-ons, be sure to check to see if they are actively maintained. There's nothing worse than getting invested in a particular module, only to discover six months later that it's now abandoned and never going to be upgraded again.
- Learn about Drupal caching. Allowing Drupal to cache content and compress scripts and CSS files will speed up your site tremendously.
- Third-party modules almost always require frequent updates. Some updates are just bug fixes, while others are security patches. Learn the difference, because one is urgent and one (usually) isn't. Become familiar with the "available updates" page (and be sure you enabled the "Update status" module [Drupal 6.x] or "Update manager" [Drupal 7.x]).



Want to learn more about Drupal in libraries? Be sure to check out the Drupal libraries group (<http://groups.drupal.org/libraries>) and the DRUPAL4LIB listserv (<http://listserv.uic.edu/archives/drupal4lib.html>).

Mobile Websites Libraries and State Agencies

Planning to add a mobile version to your website? Looking for examples? The State Library has compiled a list of libraries and state agencies that have mobile websites. The list is available as a PDF to download from the State Library website at: <http://library.ohio.gov/sites/default/files/OhioMobileWebsites.pdf>

Library Training & Instruction Titles At the State Library

The State Library has a list of titles about Library Training and Instruction available as a PDF. The file is available on the State Library website at: <http://1.usa.gov/RXj3a4>

Webinars

The State Library posts to its [Blog](#) a list of free webinars each month at: <http://library.ohio.gov/blog/?cat=254>

Training From the State Library

The State Library hosts in-person presentations and webinars on topics ranging from PowerPoint Best Practices and Train-the-Trainer: Soft Skills for Job Hunters, to Ohio to Order eBooks, for members of the Ohio eBook Project and the SEO Consortium and more. Visit our Training for Librarians page for more information at: <http://library.ohio.gov/lpd/Training>.

Dear HR Guy

Do emerging technologies and social media have a place in recruiting? The HR Guy says proceed with caution, and only if you like opening cans of worms.

By Matthew Dyer,
Head, Employee Services
State Library of Ohio

Dear HR Guy,

Our library loves social media. As we recruit new employees, we want to make sure they appear as professional online as they do on their resume. Sometimes we use Google or social media sites like Twitter and Facebook to look up applicants. That's okay to do, right?

*Signed,
Seeking New Online Observatory Practices*

Dear SNOOP,

I'm glad you use social media at your library. Tools like Twitter and Facebook give libraries an affordable, fun way to engage patrons and promote services, especially if you're [doing social media so it matters](#). And I think I can see where you're coming from. What's the harm in looking up an applicant online? After all, if the information is public it's all fair game, right?

Well...maybe. Here's the thing. If you Google a candidate or search for her on a site like Facebook, you could quickly become privy to information about her race, religion, sex, age, disability, or another federally protected class. John Hyman puts this concept to a hypothetical test in this Ohio law blog post:

Consider the following example. Jane Doe submits a job application to ABC Corp. ABC's HR department, before even deciding whether to interview Ms. Doe, types her name into Google. What happens if a breast cancer survivor group pops up? If ABC declines to interview Ms. Doe, do you think it would be opening itself up to a claim that it failed to hire her because it regarded her as disabled?

I tend to think yes, ABC is opening itself up to a claim – not just under the Americans with Disabilities Act and its amendments, but potentially under the Genetic Information Nondiscrimination Act. Further, looking up applicant information online could be akin to obtaining a consumer report about the applicant's reputation pursuant to the Fair Credit Reporting Act – which means another set of rules and notification requirements come into play.

None of this means ABC's practice is wrong, but ABC is taking a risk. If Ms. Doe files a claim, ABC will spend time and money proving their hiring decision was non-discriminatory and defending their compliance with the FCRA. Is that a risk worth taking? Some employers think so. According to a 2009 [careerbuilder.com](#) survey, 45% of employers are using social media to investigate potential employees, so ABC Corp. isn't alone.

If you've got a question for the HR Guy, email Matthew Dyer. Your question may be featured in a future issue of Ohio Libraries Quarterly.

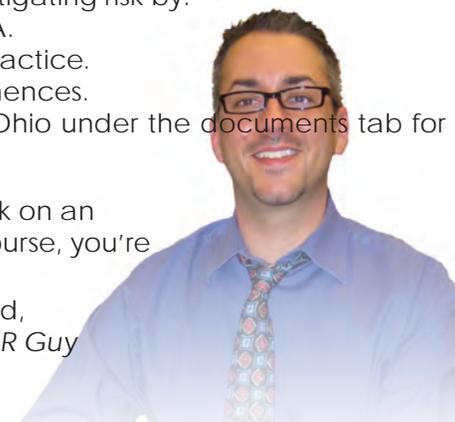
If you're dead-set on seeking new online observatory practices, consider mitigating risk by:

- Working with a reputable 3rd party to keep you compliant with the FCRA.
- Making the practice consistent to avoid accusations of discriminatory practice.
- Investigating only after an offer is made and before employment commences.
- Obtaining a release from the candidate. See [sample](#) at WebJunction Ohio under the documents tab for [Workforce Resources](#)

Personally, I discourage managers from doing much social media homework on an applicant. What's the use of opening such a big can of worms? Unless, of course, you're recruiting fishermen.

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Signed,
The HR Guy



Matthew Dyer has worked in HR since 2000, and joined Ohio's public sector in 2005. With a Bachelor of Science Degree in HR Management, Matthew currently serves as the Head, Employee Services at the State Library. Generally not recognized for being prompt, Matthew is often reminded that he may be a Head, but he's usually about 15-minutes behind.

Lending machines offer customers all-hours access to DVDs

By Michael T. Peltier
Communications Coordinator,
Cuyahoga County Public Library

Cuyahoga County Public Library takes self-checkout to another level

The vending machine has evolved. No longer just for dispensing soft drinks and snacks, today's interactive self-service kiosks allow consumers to purchase tickets, print photos and rent movies. At Cuyahoga County Public Library (CCPL), we've embraced this technology and now operate two Media Box machines that dispense DVDs to CCPL cardholders so they can enjoy movies at no cost and on their schedules.

Self-service kiosks provide a means to increase access to our DVD collection and offer customers greater convenience when borrowing videos. Through a grant from the Library Services and Technology Act, CCPL purchased two Media Boxes from Public Information Kiosk, Inc. to house DVD collections at two of our locations. Media Boxes are similar to the 28,000 Redbox machines often found outside grocery, drug and retail stores and accessible at all hours, but our machines allow CCPL cardholders to borrow DVDs at no cost.

Each CCPL Media Box holds a collection of 720 popular adult and family-friendly titles. Customers can browse and select titles using the machine's touch screen monitor. Customers swipe their library cards to check out DVDs, and the machine dispenses the selections along with the option of printed or emailed receipts. Media Box DVDs have a seven-day borrowing period, and DVDs in these collections cannot be requested or renewed. Customers can return these DVDs to the Media Box or to any branch.

In late August 2011, CCPL premiered the first Media Box at our Strongsville Branch, which circulated the most items – 1,368,375 – of our 28 branches in 2011. Strongsville is the second largest community we serve, and the branch was our third busiest last year, with 417,569 customer visits. Adjacent to the city's police station, the branch provides an excellent location and an ideal layout for an all-hours, self-service kiosk. A porte cochere covers the entrance to the branch's vestibule, where customers can access the machine even when the branch is closed. The Media Box at the Strongsville Branch circulated more than 6,100 DVDs from August 24 through December 2011.

CCPL operates a Service Point at MetroHealth Medical Center, our county's public hospital. The 731-bed MetroHealth Medical Center provides care to nearly 28,000 inpatients annually, and more than 790,000 outpatient visits at all of its locations. MetroHealth has more than 6,100 employees system-wide. CCPL expanded our presence at the hospital in February 2011 with a dedicated space that saw 58,818 customer visits through 2011. In mid October 2011, we installed a Media Box in the hallway just outside the Service Point. This high-traffic location – near a café and a gift shop – offers patients, visitors and staff a place to borrow DVDs at their convenience. The Media Box at the MetroHealth Service Point circulated more than 2,100 DVDs from October 18 through the end of 2011.



Cuyahoga County Public Library will continue to evaluate circulation, usage patterns (time of day, etc.) and the relevancy and popularity of the collection on a monthly basis. These data, along with customer satisfaction surveys, will help shape the future of this innovative service model.

With your Cuyahoga County Public Library card

Are you a certified public librarian?

As a librarian, you recognize the importance of being well trained to do your job. An excellent way to ensure that you have the training you need to serve your community is by participating in the Ohio public librarian certification program.

The initial certification is an easy process. The certification is open to librarians with an ALA accredited MLS/MLIS and two years of experience working in a library. Your initial certification is good for five years. At the conclusion of those five years, you will need to apply for recertification.

Recertification is as easy as 75 hours of continuing education every five years. Activities that count toward recertification include:

- Attending workshops, seminars and conferences
- Taking academic courses
- Internships for which no academic credit are awarded

- Publications authored and published or produced in the library/media-related field and read primarily by those in the profession
- Published reviews of books
- Teaching/presentations
- Participation in professional association activities
- In-house library training
- Community involvement

Becoming a certified librarian will ensure you stay on top of new trends and provide the best possible service to your community. It will also enhance your leadership skills, support your career development and strengthen the profession as a whole. Detailed information about Ohio Public Librarian Certification as well as the application form for both your initial certification and recertification are available at: www.olc.org/certification.asp. If you became a certified librarian by July 1, 2012, the Ohio

By Sarah Clevidence
Adult Services Manager
Findlay Hancock Public Libraries



Library Council will recognize the 6 hours you have already earned by attending any chapter conference in the spring and count them towards the 75 hours you would need to demonstrate for recertification in 2017.

Don't miss this great opportunity to show your employer and future employers how important your professional development is to you.

2012 OLC Expo

September 7, 2012
9 a.m. - 3 p.m.

Ohio Expo Center's Lausche Building, Columbus, Ohio

The Region's Largest Marketplace of Products and Services for Libraries!



Dozens of Vendors
Free Registration and Parking
Presentations
Networking
Vendor Demos
Gadget Gallery
Complimentary Refreshments
Door Prizes
OLC Annual Business Meeting
OPLIN Stakeholders Meeting
OLC Connects!

2012 ALAO Annual Conference

Impact Factor: The Value of Academic Libraries

Pre-conferences
October 25, 2012

Conference
October 26, 2012

Roberts Centre
Wilmington, Ohio

This year's conference will offer an array of activities for all attendees. Join us as we explore the many ways in which academic libraries impact the campus, our communities and our profession.



iLEAD USA

By Katie Sabol Campbell
Library Consultant
State Library of Ohio

In 2011, I was invited to attend and observe a program in its second year of existence called iLEAD U. iLEAD U (Illinois Libraries Explore, Apply and Discover), a three year continuing education program, was organized by the Illinois State Library and funded by a grant from the Institute for Museum and Library Services Laura Bush 21st Century Librarian Program. The Illinois State Library created a truly remarkable program which allowed participants to learn about technology, project management, leadership, needs assessment and project implementation strategies. I was fortunate to be given the opportunity to be able to observe such a wonderful program and interact with such amazing and innovative librarians.

iLEAD U is an immersive program which allows librarians to learn various technologies and then requires them to complete a group project incorporating this technology to help their libraries. iLEAD U 2011 consisted of three, three day sessions taking place in February, June and October. The timing of these sessions provided the participants with a chance to come together to learn and then apply those skills back at their own libraries. As the sessions progressed, participants were given a chance to network, use their new technology skills, learn project management skills and gain inspiration from several keynote speakers scheduled throughout the 9 total days of the program. Keynote speakers in 2011 were [David Lankes](#), [Beck Tench](#), [Eli Neiburger](#), [Lori Reed](#), [Bobbi Newman](#) and [Aaron Schmidt](#). In addition to the inspiration provided by these leaders in the library field, participants were taught practical project management and technology skills by leaders in the Illinois library community. Each team was also assigned a mentor



for the duration of their project.

One interesting element of iLEAD U was that the teams were mandated to consist of librarians from at least three different libraries and at least two different library types. This rule created teams that consisted of school librarians working with public librarians, special librarians working with academic librarians and academic librarians working with public librarians. In a time when all librarians need to be working together to support each other, these examples of what can be accomplished when librarians come together were truly inspiring.

The range of project ideas formulated by the groups during the 2011 iLEAD U was incredible. Several projects involved scanning their community's local documents and creating apps for their communities. One project involved creating business start-up kits that could be checked out to the patrons in the library. Another group created a pirate game which could be used to teach teens and college students about information literacy. The librarians who participated in iLEAD U have set an example of what it means to be a 21st century librarian.

At the conclusion of iLEAD U 2011, the Illinois State Library asked all of the states who had sent a representative to observe the

program if they would like to be involved in a grant to replicate the program in their states. The State Library of Ohio, along with the Colorado State Library, the State Library of Iowa and the State Library of Utah, committed to applying for the grant and replicating the program in 2013. The Institute for Museum and Library Services notified those states in June that we had received the grant money to create [iLEAD USA in 2013](#).

Be a part of iLEAD USA 2013
Applications will be available on October 1, 2012 for iLEAD USA. You will need two things to submit your application:

A Team: Each team will need to consist of five librarians. These five individuals should represent at least two different types of libraries (three school and two academic librarians, three academic and two special librarians, etc.) and at least three different libraries.

A Need: Each team will need to write a statement of need describing a need that you have identified in your community.

The State Library of Ohio only has space for 5 teams for the first year of this groundbreaking program—start thinking about possible teams and needs now! Deadline for submitting applications will be December 14, 2012.

Library Leadership Ohio

On July 25, 2012, fifty librarians representing all types of libraries gathered at Deer Creek State Park with the goal of improving their leadership skills for the betterment of Ohio libraries. These librarians were selected for the 8th Library Leadership Ohio. A full [list](#) of the selected librarians can be found at the Library Leadership Ohio website. These librarians faced a competitive selection process and were chosen based on their demonstrated leadership potential, communication skills, forward-thinking approaches to problem solving and their commitment to the future of libraries in Ohio. Library Leadership Ohio 2012 was possible by generous monetary support and time commitments from OHIONET, the State Library of Ohio, the Institute of Museum and Library Services and the membership of the Ohio Council of Library and Information Services.

Library Leadership Ohio 2012 incorporated the best of previous Library Leadership Ohio institutes with changes designed to make Library Leadership Ohio 2012 more relevant for today's librarians. The planning committee for Library Leadership Ohio 2012 gathered input from former attendees, former mentors, library staff and library administration and used that data to develop a leadership institute intended to awaken, inspire and engage the leaders in Ohio's library community. Library Leadership Ohio 2012 was facilitated by Ivy Livrary, a division of Ivy Group from Charlottesville, Virginia. Presentations integrated inspiration and information about strategic planning and implementation, library and technology trends, fundraising, market segmentation, and branding and marketing. The aim was to develop future leaders

for Ohio libraries, to help Ohio library staff become leaders in the communities they serve and to encourage Ohio librarians to work collaboratively to support the mission of the State Library and the purposes of the Library Services and Technology Act within their institution.

The Ivy Group designed a curriculum to cultivate, educate and support emerging library leaders as well as provide attendees with the skills they need to be leaders in the library community. Attendees listened to leaders in the national library community like ALA President Maureen Sullivan and Pam Sandlian, Library Director of the Anythink Libraries in Colorado. Attendees discussed current trends in leadership with local library leaders like the State Librarian of Ohio, Beverly Cain and the Director of OHIONET, Michael Butler. The event included sessions on identifying the inner leader, how to craft strategic plans, an exploration of current trends in libraries, fundraising, negotiation, coaching, branding and marketing library services.

This year, one of the new elements of Library Leadership Ohio involves a project which will allow the attendees to accomplish the final aspect of the institution's mission. At the conclusion of the Library Leadership Ohio institute, attendees formed small groups which were charged with the

By Katie Sabol Campbell
Library Consultant
State Library of Ohio



completion of a project that will benefit the entire Ohio library community.

Attendees were asked to select a project from a list of several proposed projects and will spend the year working to complete the project. These project ideas were identified by the participants with input from the State Library of Ohio, the Ohio Library Council, and OHIONET and represent possible improvements for Ohio libraries.

Ohio librarians are faced with constant challenges attempting to meet the needs of their communities. OHIONET and the State Library of Ohio plan to evaluate this revised version of the Library Leadership Ohio Institute and use the information obtained through the evaluation to craft Library Leadership Ohio 2014. The planning committee intends to continue to evaluate and update future institutes to best meet the needs of Ohio's library community. We look forward to this exciting event and the future of Ohio libraries.



When will the bus be back?

By Mariana Branch, Director
Kingsville Public Library

A common question you hear at the Kingsville Public Library is, "When will the bus be back?" What bus? We are located in a rural community with no public transportation. It is the State Library of Ohio's Mobile Computer Training Lab of course. Honestly, it takes a minute for our staff to disseminate the true meaning behind our patrons' question. But they sure do love the classes we are now able to provide in the mobile computer lab since its first visit to our library in 2010. Like many small libraries, we were faced with the challenge of finding additional space and computers to provide computer classes without disrupting patrons using the public computers throughout the day. The Mobile Computer Training Lab provided us with the perfect solution. This beautiful lab is fully equipped with ten networked PCs, a digital projector, and a networked printer. It connects to our library's router in minutes to provide wireless Internet access. Best of all, it's free! We have hosted the lab through spring hail storms and

chilly fall days. The mobile lab has never failed to provide a perfectly climate controlled, comfortable space for our patrons.

With the help of volunteers and library staff, we have offered a diverse array of classes. Microsoft Office programs such as Word, Excel and Publisher are always popular. Our patrons have also enjoyed basic introductory classes such as resume writing, job search techniques, eBay, Facebook and digital photography downloading. We even offered an animation class with free software from the Internet for kids aged 7 and up. Every seat was filled and the parents joined in on the fun, too. With the new microphones provided with the lab, patrons enjoyed testing out the voice comparison function on Mango Languages, provided through the Ohio Web Library. With the growing popularity of eBooks and our library joining the Ohio eBook Project this year, it was essential to host multiple classes on digital downloading. We accomplished this goal with the help of the



Mobile Computer Training Lab in March.

We are planning our classes for the lab's fifth visit to our library in November. If you've never scheduled the mobile lab because you're unsure of patrons' response or are afraid it will be complicated, don't worry. Rick Zerger will help you every step of the way in scheduling and delivery. The tech staff is just a phone call away if there are any questions. Give it a try and before you know it, you will have patrons rushing in your doors asking, "When will the bus be back?"

Mobile Technology Training Center

In January 2012, The State Library of Ohio's Mobile Technology Training Center will begin its tenth year serving public libraries across Ohio. The training center, housed at the SEO Library Center in Caldwell, has just recently undergone a transformation. The exterior has been repainted, adding a full scale graphic mural, and there is new carpeting throughout. The training center is a 35 foot bus equipped with 10 networked computers, a digital projector with screen, and a networked printer. There is no charge for utilizing our service, set-up or delivery. Each computer is equipped with Windows 7 and Microsoft



Office 2010. The training center can be used for training library staff, patrons, and cooperative programs with schools and non-profit agencies.

While the schedule is currently full for 2012, on January 3, 2012 the SEO library Center will begin taking reservations for January through June of 2013. The mobile lab may

be scheduled for one week and is limited to one visit per library. In July 2012, the SEO Library Center will be taking reservations for July through December of 2013, with the same policy of one visit per library.

<http://servingeveryohioan.org/training-facilities/mobile-lab/>

Take Five!

By Janet Ingraham Dwyer
Youth Services Library
Consultant

An Ohio Youth Services Dialogue on Challenges, Solutions, and Emerging Best Practices

If you're familiar with Highlights for Kids magazine, you know the slogan "Fun with a Purpose". That could also have been the tagline for a recent professional development event for librarians and their allies: "[Take Five! An Ohio Youth Services Day of Dialogue on Challenges, Solutions, and Emerging Best Practices](#)".

Over 70 teen and youth services librarians, museum educators, school librarians, arts educators, and other youth advocates gathered on May 16, 2012 for a day of structured conversation at the Columbus Museum of Art (CMA). The agenda blended formal presentations with time for small-group discussions, networking, exploration and play. We discussed new ideas in teen services, advocacy, youth empowerment, 21st century learning, STEM, collaboration, and the user experience in informal learning environments. Attendees were challenged and encouraged to "Take Five": by taking five hours to participate in the event, each attendee would take away at least five new contacts, five new ideas, and five action steps.

The day started with a "[Technology Bingo](#)" icebreaker which encouraged attendees to introduce themselves to one another and to learn what technological innovations other attendees have adopted into

their workplaces or personal lives. Cindy Meyers Foley, CMA Education Director, led an opening session which blended a presentation on "Creating the 21st Century User Experience" with a memorable hands-on tour of the Museum's Center for Creativity, an interactive space for experiences that foster imagination, critical thinking, and innovation. Attendees created art from simple materials such as twist ties and aluminum foil, and received an object lesson in creating an engaging, participatory user experience.

In the afternoon, Julie Scordato from Columbus Metropolitan Library encouraged attendees to build an Advocacy Toolbox and develop mentoring relationships. Robyn Vittek and Jennifer Stencil, from Akron – Summit County Public Library, spoke on transforming customer and employee experiences to encourage active engagement. Between the presentations, we gathered into small groups to reflect and brainstorm on topics from empowerment to collaboration. Several attendees stayed on after the event to tour the nearby Columbus Metropolitan Library's Center for Discovery, the largest library children's space in Franklin County.

The planning team's ambitious vision for this event included several intentions and innovations

that set *Take Five!* apart from most traditional workshops or conferences. Among them:

- De-emphasize formal, structured instruction in favor of informal conversation, idea-sharing, and serendipity.
- Bring together professionals from formal and informal educational settings – museums, libraries, schools, arts organizations – who have similar concerns and serve the same universe of young people, but who rarely, if ever, have the opportunity to meet and dialogue across institutional types.
- Create not just a one-time or even recurring event, but the beginning of an ongoing dialogue and network that could be influential and helpful to attendees long after the day ended, and that could draw in additional participants over time.

In most respects, the event was a resounding success, particularly for a new and untested format. Feedback was overall enthusiastic; attendees reported that they took away inspiration, a sense of empowerment, and renewed energy from the day. Many said that they hope to gather again for a similar, perhaps annual event: "Take Five, take two!" *-continued on page 23*



Photos by Sharon Leali, Youth Service Director,
Jackson City Library

School Libraries 4 the Future

By Susan Yutzey
2012 Conference Chair
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2012 OELMA Conference, School Libraries 4 the Future, offers a wealth of opportunities for professional development for today's school librarian. To be held on October 17, 18, and 19, this year's conference is at Kalahari Resort and Convention Center in Sandusky, Ohio. The conference safari begins with the OELMA pre-conference on Wednesday, October 17, from 5 to 8 p.m. and features internationally renowned Kathy Schrock and Quirky BookGirl Winnie Milner. Schrock's pre-conference is entitled "InfoGraphics as a Creative Assessment." Infographics are visual representations of information, data or knowledge and are often seen in publications such as USA Today. Schrock's presentation is very timely as numerous articles on infographics and their import have recently appeared in professional journals. QuirkyBookGirl Winnie Milner will focus on "Using 21st Century Tools and Ideas to Make You Indispensable." Having just heard Milner at OELMA's MidWinter Conference, she will mesmerize you with her command of Web 2.0 tools you can use such as Blabberize.

On Thursday, October 18, look forward to Kathy Schrock and Reimagine-Ed Co-founder Laura Deisley as keynotes and author Susan Campbell Baroletti.

Baroletti, a versatile writer of fiction and nonfiction, won a Newbery Honor for *Hitler's Youth: Growing Up in Hitler's Shadow* (2006). Her *They Called Themselves the KKK: The Birth of an American Terrorist Group* received a Kirkus starred review. Visit the exhibitors and stop at the Conference Bookstore to purchase books for your favorite authors to sign. Throughout Thursday, attend numerous sessions in these strands: Library Management; Collection Development & Curriculum; Literacy and Reading Support; Library-based Technology; Information Literacy; Technology Literacy; and Media Literacy. Author Palooza, from 6 to 6:45, will give you an opportunity to meet authors Lauren Oliver, Keiko Kasza, Nic Bishop, Susan Campbell Bartoletti, and Tim Green. Stay for the delicious dinner and hear author and former Atlanta Falcons defensive player Tim Green. He's the author of *Pinch Hit* (2012) and the *Football Genius* series.

On Friday, Lauren Oliver, author of YA novels *Before I Die*, *Delirium* and *Pandemonium*, will give the keynote. Throughout the day, see and hear Keiko Kasza, author and illustrator of such children's picture book classics as *Silly Goose's Big Story* and *The Rat and the Tiger*. Her books have been translated into Spanish and French. Nic Bishop, author and photographer,

loves critters and his book *Lizards* (2010) won a Booklist Editor's Choice and Books for Youth. Sponsored by Mackin Educational Resources, SLJ's Mover & Shaker 2012 and author of *School Libraries: What's Now, What's Next, What's Yet to Come* Kristin Fontichiaro will join this cadre of outstanding authors. Throughout Friday attend numerous sessions in these strands: Library Management; Collection Development & Curriculum; Literacy and Reading Support; Library-based Technology; Information Literacy; Technology Literacy; and Media Literacy.

To register for the 2012 OELMA Conference, go to the OELMA website at <http://www.oelma.org/Conference.htm>. Reasonably priced, the conference offers a great opportunity to network with professionals and exhibitors; learn about new educational tools and initiatives; and play. Kalahari Resort is a waterpark with lots of fun activities for children and adults. Walk around the well-maintained grounds between sessions and enjoy delicious food at any one of several themed restaurants.

With the changing and challenging educational landscape, the 2012 OELMA Conference will offer today's school librarian new and exciting ways to look ahead to the future of school libraries.



William K. Willis School Librarian attends NEH Teacher Fellowship

Imagine getting to meet Reverend Samuel Kyles, close associate of the Reverend Martin Luther King, Jr. and witness to his assassination at the Lorraine Motel in Memphis, Tennessee on April 4, 1968. Chuck Steinbower, teacher/librarian at the William K. Willis School at the Scioto Juvenile Correctional

facility, was able to do just that as a part of a National Endowment for the Humanities (NEH) teacher fellowship called "The Most Southern Place on Earth: Music, History, and Culture of the Mississippi Delta." Chuck met Reverend Kyles at the National Civil Rights Museum at the Lorraine

Motel as part of the field trip that made up part of the fellowship. He attended lectures by such scholars as Reggie Barnes, the former School Superintendent of west Tallahatchie Schools and featured in the HBO film, "La Lee's Kin: The Legacy of Cotton," Charles McLaurin, Mississippi

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Research Databases & Tools

State Agency Wiki – Useful Information from All States

By Audrey Hall, Government Documents Consultant
State Library of Ohio

In every U.S. state and the District of Columbia, agencies are creating interactive databases of useful information - information on businesses, licensed professionals, plots of land, even dates of fish stocking. Some of this content is available on search engines, but much of it is part of the invisible web. Since July 2007, librarians and other government information specialists have been working on identifying and annotating these databases in one place. Subject-specific lists of state agency databases are in the process of being compiled.

GODORT, the Government Documents Round Table of the

American Library Association, is the sponsor of the State Agency Databases Across the Fifty States wiki. Statistics have been compiled since May 2011. Ohio has the fifth highest number of hits from May to December 31, 2011 at 2,437. Total visits to all state database pages for this period were 73,606. State volunteers check the viability of the database links each quarter.

The annotated list of databases produced by Ohio state agencies is listed alphabetically by the producing agency. To add a database to this list or to fix a broken link, you may choose to either do it yourself

Visit the wiki at http://wikis.ala.org/godort/index.php/State_Agency_Databases for the list of links to all the states.



as this is a wiki, editable by anybody, or send an e-mail to Audrey Hall, the documents specialist for this page, at ahall@library.ohio.gov.

Take Five! *continued*

A follow-up event would draw on the success of, and on the excitement and goodwill around, *Take Five!* It would also give the planning team an opportunity to act on lessons learned from the less successful aspects of the event. For example, the topic-specific but otherwise unstructured small-group session was an unusual activity format, but we didn't give detailed instruction on the "ground rules" for choosing tables, participating in conversations, and reporting back. Next time we'll better establish the environment during the small group discussion time, so that attendees feel freer to move about tables and conversations and more motivated to bring forward their tables' ideas to the large group afterward.

We also have not experienced robust participation in an ongoing open dialogue, as we'd hoped. The [Take Five! Facebook page](#) is available for attendees and others to continue to play, brainstorm, share experiences, and report back on new ideas they have tried

out as a result of the *Take Five!* event. The page has a healthy following but not a lot of activity. It may be not the optimal forum; perhaps an old-school electronic mailing list would be a more accommodating and productive place for people to participate in discussion.

Or maybe awesome side-conversations are taking place all across this newly-developed network, so it's working, just not publicly. And maybe everyone is just really busy implementing new ideas and building new coalitions. We hope for that. It would be a great outcome, and would fulfill the intention of *Take Five!* to promote and validate creative approaches for professionals who work with teens and youth in learning environments.

TAKE 5

The *Take Five!* event was sponsored by the Kent State University School of Library and Information Science, the Columbus Museum of Art, and the State Library of Ohio. Planning team members included: Belinda Boon, Amy Brown, Janet Ingraham Dwyer, Sharon Leali, Emily Rozmus, Jennifer Lasky Russell, Julie Scordato, Mandy R. Simon, Jennifer Stencel, Robyn E. Vittek, and Gretchen Yonata.

For more information or to participate in an ongoing online dialogue and/or future events, please see the *Take Five!* website and "like" the *Take Five!* Facebook page. To volunteer to help plan future events, or to discuss planning and logistical aspects of the event, please email [Janet Ingraham Dwyer](mailto:Janet.Ingraham.Dwyer). If you know any potential speakers/partners for future events, please suggest them to Janet. We are seeking transformational/motivational participants, particularly those with experience in innovative informal educational environments inside or outside the library world.

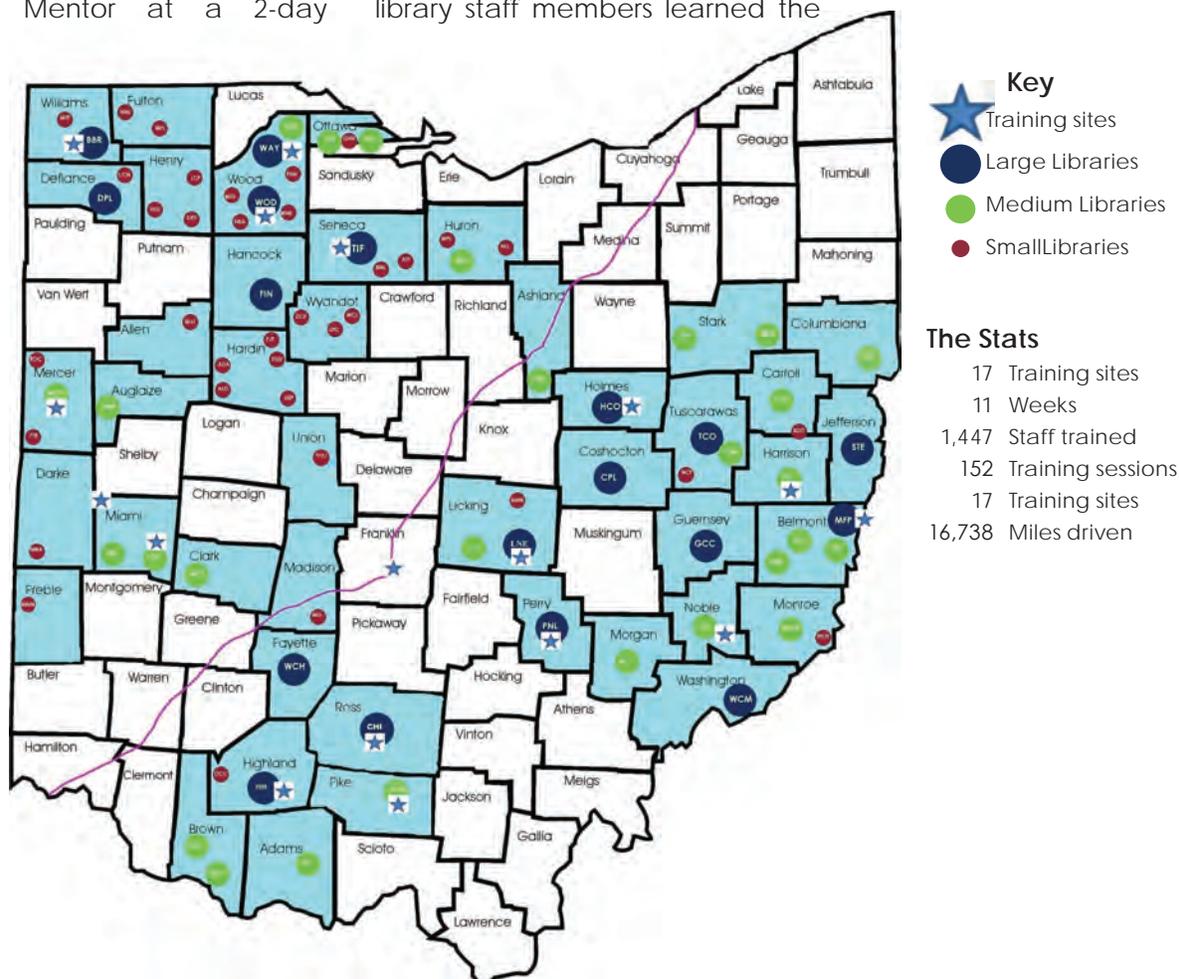
SEO Libraries Train for Transition

The Serving Every Ohioan (SEO) consortium catalog upgraded in June 2012 from its existing automated library system Horizon to Symphony. In order to prepare staff at the 82 member libraries to use the new software SEO Trainer, Misty Janusik began organizing a Train the Trainer program in October 2011. She coordinated the training and prepared scripts and handouts for the trainers. In November 2011 Misty introduced SirsiDynix Mentor at a 2-day

meeting at the State Library. The training tool enabled the trainers in training to access self-paced courses covering different functions of the new software. The trainers had several weeks to review Mentor before their official training in January 2012. Over the next few months SirsiDynix led training sessions at the State Library. Then, in March 2012 the trainers began training staff at their libraries. Over an eleven week span, 1,400+ library staff members learned the

basic circulation functionality and cataloging components of the upgraded automated library system, Symphony.

The SEO Symphony training project had two phases, preparation and execution, each of which required extensive time commitments from the participants and the SEO IT staff. A review of the chronology of the training period reveals the extent of that commitment.



Regional Library Systems Learning Opportunities

Ohio Regional Library Systems are member-driven, multi-type library organizations that coordinate and facilitate the development of professional development events and other innovative services for Ohio academic, public, school, and special libraries.

There are four **Regional Library Systems** in Ohio:

Northeast [NEO-RLS](#)
 Northwest [NORWELD](#)
 Southeast [SERLS](#)
 Southwest [SWON Libraries](#)



OHIONET offers an array of services to meet the needs of its members. Those services include continuing education programs on a wide range of topics including library trends and issues, and electronic resources. <http://www.ohionet.org/>



After months of research on the user experience and expectations, planning, creating, and transferring content, WebJunction launched its new website in April 2012. The new website was designed to create an easy to use one-stop for library information, training, and news for staff working in all types of libraries. Ohio recently signed another one-year contract to provide Ohio specific content as well as free unlimited courses and webinars through WebJunction Ohio.

WebJunction is the place where public library staff gather to build the knowledge, skills and support we need to power relevant, vibrant libraries.

Webinars

WebJunction hosts free webinars that are open to all. Each session covers a high-interest library topic presented by real-world practitioners and experts. Register to attend upcoming webinars, or view the recorded sessions for those you may have missed.

Visit the [WebJunction Events](#) page for a listing of upcoming Webinars.

Explore Topics

Looking for resources, answers, or information about a specific topic? WebJunction and WebJunction Ohio topic areas include Resources, Leadership, Staff Training, Library Service, Technology, and Programs.

Simply click Topics on the menu and you will see a vast array of content. Have something you would like to contribute? You can do that too.

Take an Online Course

Registered [WebJunction Ohio](#) members are eligible to enroll in more than 350 self-paced online courses offered through WebJunction. Areas of interest include core and advanced business, technology, and library skills.

All staff in Ohio libraries may register at no cost for a WebJunction Ohio account.

Fellowship *continued from page 22*

Civil Rights veteran and friend of Fannie Lou Hamer and part of the alternate desegregated Mississippi delegation to the 1964 Democratic National Convention, and Dr. Alan Marcus speaking on the Black diaspora from the South to the North in the 1900s.

Sites visited in the fellowship included the Civil Rights Museum, the Stax Records Museum of American Soul Music in Memphis and Mississippi, the BB King

Museum, the Emmett Till Museum, the Sumner Courthouse where Till's killers were found not guilty and Fannie Lou Hamer's and blues guitarist Robert Johnson's gravesites.

Mr. Steinbower was one of 80 attendees of the fellowship, chosen from a pool of more than 400 applicants. "It was an extremely eventful and heartfelt experience to see the place where Dr. King

was shot, meet Reverend Kyles and walk in the footsteps of where the blues was born and the American Civil Rights Movement gained its impetus," Mr. Steinbower said. NEH Landmark Teacher Fellowships are offered each year and usually are available for viewing by potential applicants in January with a March deadline.

-Submitted by Chuck Steinbower

