



Welcome!

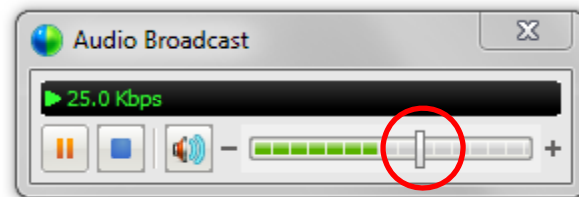
**The webinar will begin at
2:00 Eastern/11:00 Pacific**



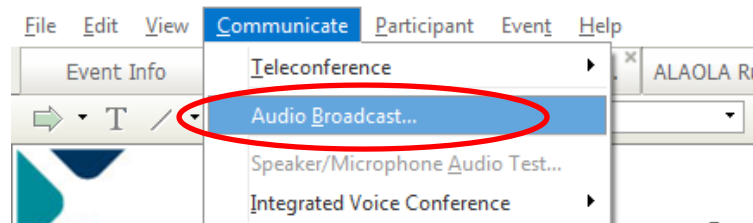
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

Please post **technical support questions** into the **Q&A Panel**.

Q&A

All (1) My Q&A (1)

Molly Jackson - 11:31 AM
Q: I'm not hearing anything. Is there someone speaking?

WJ Support - 11:36 AM
A: Hi Molly, please refresh your audio connection by going to the Communicate menu at the top of the screen and then clicking on the Audio Broadcast option. Let me know if that works.

Ask: All Panelists

Send

Step 1: Type the problem in the **dialog box**.

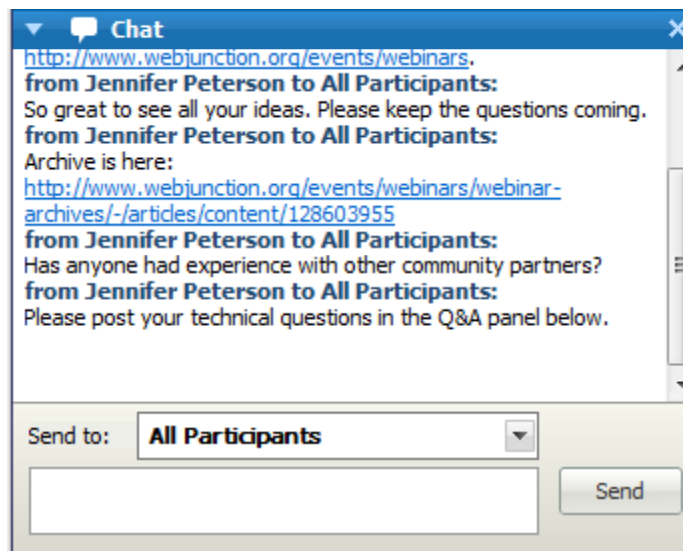
Step 2: Click **Send**.



Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

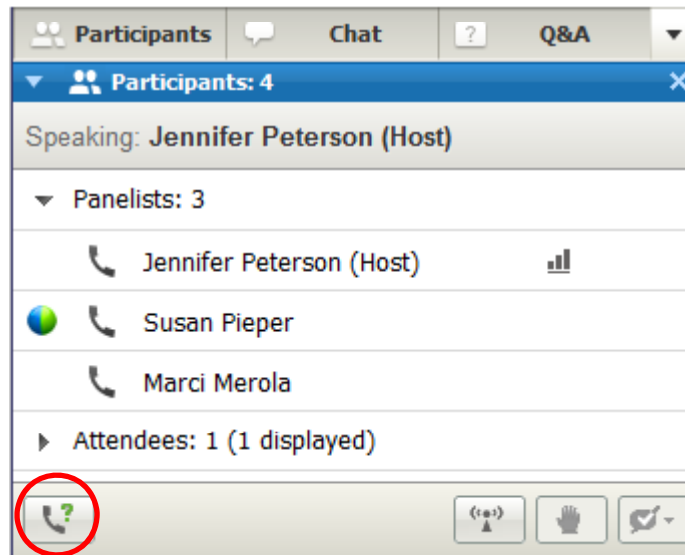


The screenshot displays a webinar control interface with three main panels: Participants, Chat, and Q&A. The Participants panel is expanded, showing a list of participants including Jennifer Peterson (Host), Susan Pieper, and Marci Merola. The Chat panel is also expanded, showing a message from WJ Support to All Participants. The Q&A panel is collapsed. A red arrow points to the 'X' icon in the top right corner of the Participants panel header, indicating how to close the panel. Another red arrow points to the right edge of the Chat panel header, indicating how to drag and resize the panel.



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: Click on **Phone Icon** under the Participants list.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** and **Attendee ID** provided.



Remember to post to **Q&A panel**
if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 718 845 818

Phone: 1-866-229-3239



Co-Produced by:

Jennifer Peterson

WebJunction
Community Manager

Co-Produced by:

Zola Maddison

WebJunction
Project Coordinator





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Connect via member's only listserv

Annual Conference!

September 27-29, 2012

Raleigh, North Carolina

Or join us September 2013 when Iowa and Nebraska host!

arsl.info



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Connecticut State Library

Florida Department of State's Division of
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Georgia Public Library Service

Idaho Commission for Libraries

Illinois State Library

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Minnesota State Library Agency & Minitex

Mississippi Library Commission

Missouri State Library

Montana State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

Texas State Library & Archives Commission
Library of **Virginia**

Washington State Library



Today's Presenters



Meredith Schwartz
News Editor,
Library Journal



Julie Hildebrand
Director,
Independence
Public Library,
Kansas



Lily Morgan
Director,
Learning Resource
Center, Independence
Community College

LIBRARYJOURNAL

presents the



Meredith Schwartz
News Editor
Library Journal

Now approaching its ninth year, the award, sponsored by the **Bill & Melinda Gates Foundation**, honors the public library that most profoundly demonstrates outstanding service to populations of 25,000 or less.





The winning library receives:

- \$20,000 cash award
- Feature story in the February 1 *Library Journal*
- Membership and conference costs for two library representatives to attend the Public Library Association Biannual Conference in 2014, and a gala reception at the conference

Two finalists receive:

- \$10,000 cash award
- Special mention in the *Library Journal* feature
- Membership and conference costs for two library representatives to attend PLA and reception



Nominations will be based on key factors, including:

- Creativity in developing services and programs that can be replicated by other libraries

- Innovation in introducing and supporting public access computing, educating patrons in its use, and measuring the impact of this technology usage

- Use of technology to expand the reach of library services

- Demonstrated community support

- Success in developing cooperation with other libraries

- Partnerships with other agencies and businesses

- Increase in library use, particularly by new users

- Evidence of library's role as community center



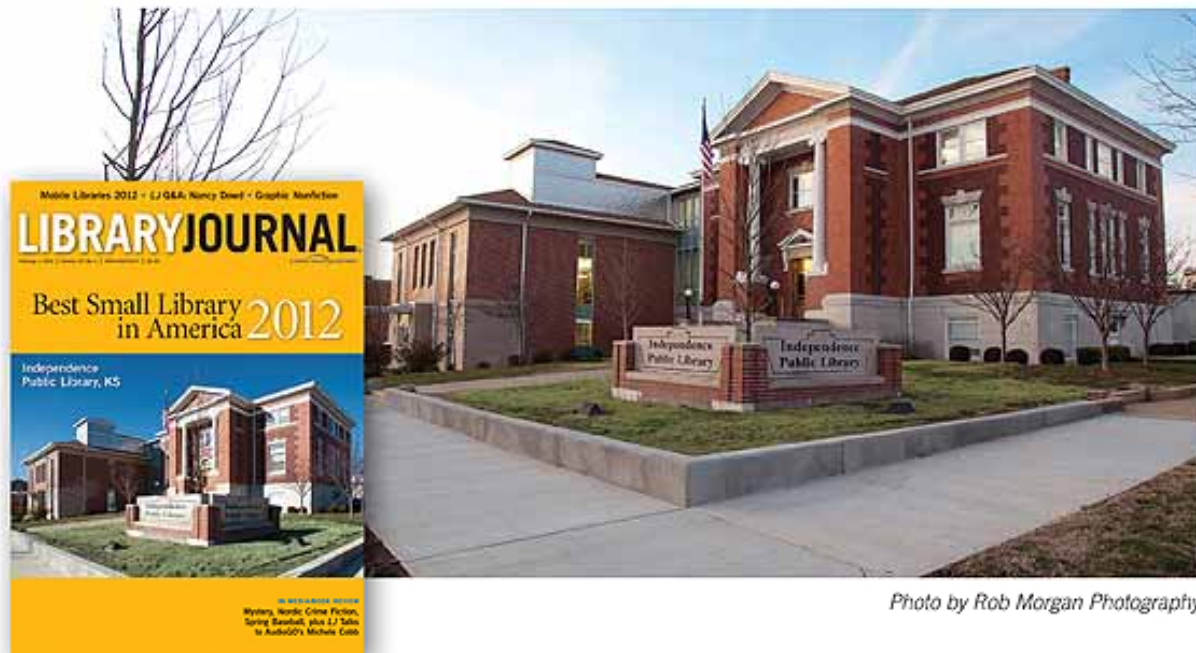
DEADLINE FOR SUBMISSIONS

November 9, 2012

Visit

**[http://features.libraryjournal.com/awards/
best-small-library-in-america-award-nomination-guidelines/](http://features.libraryjournal.com/awards/best-small-library-in-america-award-nomination-guidelines/)**
for complete submission information,
or contact **Meredith Schwartz:**
mschwartz@mediasourceinc.com **646-380-0745**

Sponsored by the
Bill & Melinda Gates Foundation



IM POSSIBLE
UN ATTAINABLE

PLA Philadelphia, PA Gala Award Ceremony

Sponsored by the
Library Journal
and the Bill &
Melinda Gates
Foundation



Award Presented by John Berry III Library Journal

What an honor to
receive our award
by John Berry III,
the journalist who
wrote the story
about our library
for the Library
Journal.



Anticipation

We all held hands
and our breath as
the announcement
was made that the
Independence
Public Library was
the 2012 winner!



A High-Five from Tim White Independence City Commissioner

Five Staff Members
Board Chair
Friends Co-Presidents
Independence City
Commissioner



Francine Fialkoff

Library Journal Editor

Yes, that is really
me with
Francine Fialkoff!



2011 & 2012 Best Small Library Directors

It was heart warming to hear the stories of the other libraries who were past winners of the award.



Librarians from Around the World

The Bill & Melinda Gates Foundation also sponsored librarians from around the world to attend the award gala and the PLA conference.



Presented with a Senate Resolution Topeka Senator Jeff King

What an
absolute thrill to
be recognized
by a standing
ovation on the
senate floor!



An American Library Horror Story *With a Happy Ending*



A HANDFUL OF LIBRARIANS USE
CREATIVITY AND INNOVATION TO
SURVIVE AN ONSLAUGHT OF
GOOD AND EVIL IN
INDEPENDENCE, KANSAS

AN AMERICAN LIBRARY HORROR STORY WITH A HAPPY ENDING

CHAPTER ONE

The Independence Public Library (IPL), has many horror stories in its collection. But starting in October 2009, the library found itself in its own shocking story. IPL's new director realized that the library was dying. It had been put in a box of isolation and was suffocating from a lack of funds. Immediate survival was the first priority!

Shocked to Find an Empty Piggy Bank! Bank! What Happened to the \$\$



HARD DECISIONS

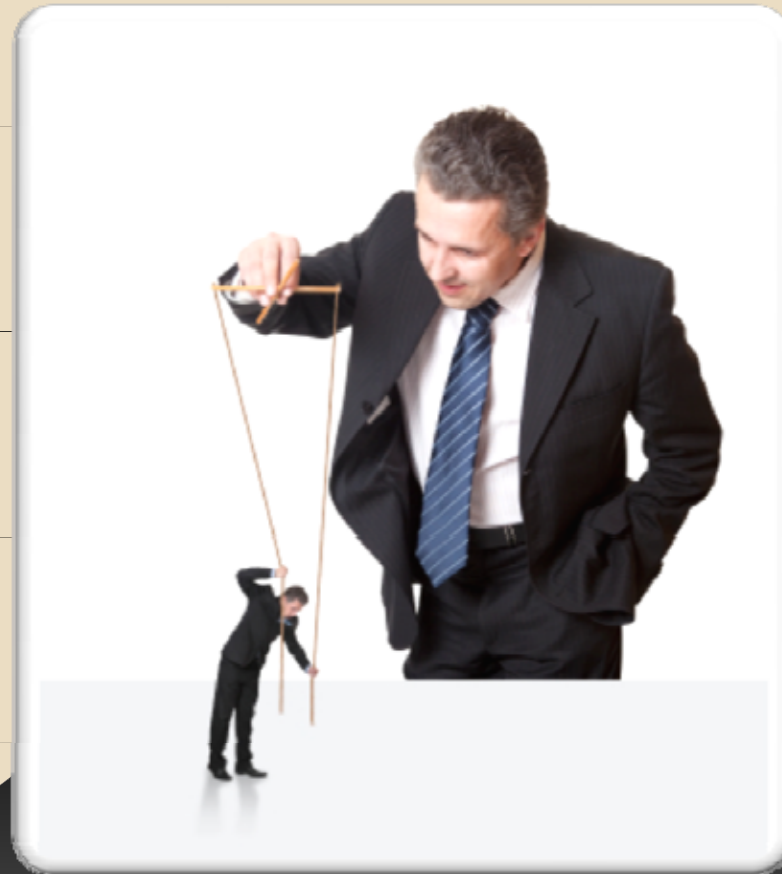
- ◆ Ask for Help
- ◆ Communication
- ◆ Communication
- ◆ Communication
- ◆ Transparency



- ◆ Positions Eliminated
 - ◆ Hours Reduced
 - ◆ Freeze on Spending
 - ◆ Freeze on Vacation
-
- ◆ Low Morale
 - ◆ Effect on Local Business
 - ◆ Low Public Opinion



The Strings are Cut!



No Micromanaging
New Teamwork Approach

OUR UNCONVENTIONAL TEAM



IT'S NOT ABOUT THE IDEAS, IT'S ABOUT MAKING THE IDEAS HAPPEN!

Our Unconventional Team

PART-TIME STAFF

Jo Nell

Retired Teacher

ILL/Transfer Ninja Master

Richard

Custodian with a Huge Heart

Julie

Professional Page & Etsy Artist

Lee Ann

Part-Time Clerk with a Great Attitude

Darnell

Part-Time Clerk & Future Lawyer

Security! Help!

Solving Traditional Problems with Innovative Ideas



Everywhere We Turned We Found Problems!



No Longer in a Box of Isolation!

Anywhere

- Join Civic Groups for Selfish Reasons



Anytime

- Toot Your Own Horn



Which Has More IMPACT?

Using a Personal Story

Stating a Fact

PCCs Positive Customer Comments



People use our library to help them with their local small businesses.

Jane, who owns Ane Maes Coffee House, uses our library regularly. "I find new recipes for my bakery from cookbooks at the library. I get more creative ideas from library books than I could ever think of on my own!"

COMMUNITY PARTNERSHIPS



Meet Me In...Germany



Meet Me In...Fiji



Meet Me In...India



Meet Me In...Algeria

Intolerance of Cultural Diversity Created a Need

COMMUNITY PARTNERSHIPS



Neewollah: Horror, Family Style

CHRISTMAS TREE LIGHTING AND HOLIDAY FESTIVAL



Think Big Even if You Are Small

COMMUNITY PARTNERSHIPS

Bullying & Cyber Safety

Meet & Greet Community Leaders

Biking Safely in Independence

Pet Lover's Club

Sunflowers & Stories

Learn How to Mango

Against The Odds: Writers Growing Up Black in Kansas

Benefits of Scouting

Chess Fest

Couponing with Kylie

Haunted Libraries

Interview Skits: Good vs Evil

GED: Why, When, How

Microsoft Office Classes

Drop In Computer Help

Historical Walking Tour

Sensory Storytime

Homeschool

Art Reception

Art Workshop

Adopt Kansas Kids

Black History Essay Contest

Resume Workshop

Falconry

Make a Box Guitar

Dying Eggs with Natural Dye

Storytelling Workshop

Refresh, Revive, Retreat

Children of the Holocaust

Sign Language Class

Hula Class

Get More Plants on the Plate

Shakespeare Theater

THIS IS WHAT A LIBRARY COMMUNITY CENTER LOOKS LIKE
IT'S ALIVE!

COLLABORATION

- Helped Us Escape Destruction



State Library and Regional Library System
Independence Community College



Building Inter-Library Relationships

Lily Morgan,
Independence Community College Library Director

Benefits of establishing inter-library relationships/partnerships

- ◎ **Increase:** marketing programs, resources
- ◎ **Improve:** understanding your communities and their needs and joys
- ◎ **Access:** diverse ideas and experiences
 - › talking about the experiences of different libraries and librarians can be eye-opening and inspiring
- ◎ **Collaborate:** together, you don't have to come up with all the ideas or do all the work alone!
- ◎ **Pimp:** your resume- inter-library collaboration looks good because it is good!

Know what you want to get out of the relationship

- ◉ What outcome(s) are you hoping for?
 - > Increased foot traffic
 - > Increased attendance for programs
 - > Increased community awareness of library resources, services & programs
 - > ?
- ◉ What do/will you expect of the other library and their staff?
- ◉ What are you willing to do for the other library and their staff?
- ◉ How much time are you and your staff willing to commit in building this relationship?
- ◉ Be brave! A solid partnership is worth the work

First contact: plan your approach

- ◉ Who do you know at the other library? Anyone?
 - Met at a conference?
 - See them on a listserv?
 - A colleague of a colleague/friend of a friend?
- ◉ Is it better to approach the Library's director or a staff member?
 - What size is the library? Are there departments? What kinds of staff positions?
- ◉ To call, to email, or to show-up?
 - Email is a safe place to start- if that doesn't work, try another way!
- ◉ Ask to make an appointment or take them to lunch- this lets them know that you value their time and you realize they're busy
- ◉ Noobs are easy prey: catch people when they're new to the job, library or profession= bright-eyed & bushy-tailed!

It's kind-of like dating...

- ◉ You don't want to be too pushy at first, but you don't want to give up immediately either- "be cool"
- ◉ Be ready to talk about the outcomes and benefits for both libraries, and bring some ideas to start with
- ◉ Listen & take notes
- ◉ If the person you're talking to isn't enthused or doesn't have time, ask if there's someone else
- ◉ Start small- agree on a few little ideas to try at first
- ◉ Don't give up- if a plan falls through, get a new plan
- ◉ Show them that you're willing to put in time & effort

Examples

- ◉ Get them to join your Board or Friends group / vice versa
- ◉ Ask them to volunteer at programs and offer to help with their library's programs
- ◉ Advertise each other's programs, resources, hours of operation on bulletin boards, websites, blogs, Facebook, Twitter
- ◉ Support each other with letters of support for grants, awards, budget hearings
- ◉ Think of a larger project to collaborate on that involves more than just library staff: faculty speakers at the public library, public library basic computer class workshops on campus
- ◉ Offer to visit local school libraries to talk about services they can use, invite students to tour & visit

Social Networking Library Forensics with Attitude!

Facebook
Twitter
Flickr
Tumblr
Blogger
Wordpress
YouTube
Pinterest



Blogs
Library News
Children's Library
Teen Library
Teen Tech Blog
Trixie
Staff Pics
Online Book Discussions

Facebook
Library
Children's Library
Teen Library
Trixie
Friends of the Library

Trixie's Blog - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Trixie's Blog

trixiecat.wordpress.com

Most Visited Tips on Conducting a... Digital Preservation 10... Free Web Conferencin... Book Dialogue - Strivi... Pin It ruralReportFinal.pdf (a... Koha > Patrons > Patro... All Courses | Coursera Speech Technology M

Bookmarks

Search:


Bookmarks Toolbar

Bookmarks Menu


Unsorted Bookmarks

Jobs For Cats

I'm a library cat. But what else can a cat be? Click [here](#) to see a police cat, a railway cat, and a hotel cat. So what would I like to do if I wasn't a library cat? Hmmmm...maybe the zoo needs a cat to watch their bird area.




[Add comment](#) August 8, 2012 trixiecat



Cat's Eye Nebula

What is a [cat's eye](#) doing floating around in space? Oh, I see. It's the Cat's Eye Nebula, a dying star. It sure is pretty! (But not as pretty as my green eyes!)



Trixie the Library Cat - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Independence Public Library Home P... x Trixie the Library Cat x +

https://www.facebook.com/pages/Trixie-the-Library-Cat/212737342093844

Most Visited Tips on Conducting a... Digital Preservation 10... Free Web Conferencin... Book Dialogue - Strivi... Pin It ruralReportFinal.pdf (a... Koha > Patrons > Patro... All Courses | Cou

Bookmarks x

Search:

Bookmarks Toolbar Bookmarks Menu Unsorted Bookmarks


facebook Search for people, places and things Julie Hildebrand Voice Fin

You are posting, commenting, and liking as Trixie the Library Cat — Change to Julie Hildebrand

Trixie the Library Cat Timeline Now Highlights Admin Panel

Trixie the Library Cat August 15

I want to drive that red truck!



Like · Comment · Share

10 people like this.

View all 4 comments

Liz Moore

Um, "Toonces" comes to mind. Scar-eee. Anybody know what I mean? "Saturday Night Live"!


August 16 at 9:15pm · Like

Nancy Amos

Yep, I know what you mean. We're same vintage,

Trixie the Library Cat August 14

I'll use this blue square for a pillow.



Like · Comment · Share

Vivian Lois Hatfield likes this.

Write a comment...

59 people saw this post

Search

Pinterest

Add About Julie ▾

law email stories mango ghost bing
summer classes authors festival
at kids Christmas audiobooks talk
torystories presentations class
reviews class universal
teens travel reader's christmast
tourna depot events sale
community
sq. geekthe library

Independence Public Library

Anything you geek (are passionate about or pinterested in!) the library can help! Find out more about the Independence Public Library at www.iplks.org or on Facebook/Twitter @iplks.

220 East Maple Street Independence, KS

Repins from



Becky Harlow



Long Beach Public Libr...



Scholastic

25 Boards

155 Pins

0 Likes

Activity

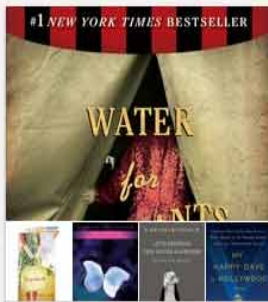
Unfollow All

215 Followers

34 Following

What Are You Reading?

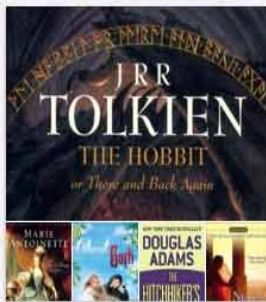
521 pins · 📌



Unfollow

The Librarian's List: All T...

257 pins · 📌



Unfollow

STEM

30 pins · 📌



Edit

Independence Public Libr...

36 pins · 📌



Edit

Technology

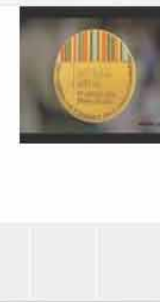
42 pins · 📌



Edit

Grants

1 pin · 📌



Edit

Children's Programs

381 pins · 📌



Edit

Bulletin Board Ideas

33 pins · 📌



History

120 pins · 📌



Kansas

125 pins · 📌



Libraries

36 pins · 📌



Teen Programs

105 pins · 📌



Display Ideas

26 pins · 📌



Library

31 pins · 📌



Search

Pinterest

Add + About ▾ Library ▾



Library Boards

This is a place for libraries to collaborate on ideas, information, and new technologies.
To Join send an email to julie@iplks.org Moderator: Julie Hildebrand Director
Independence Public Library



Repins from



Random House of Cana...

36 Boards

20 Pins

0 Likes

Activity

Edit Profile +

3 Followers

44 Following

Library Associa...

1 pin ·



Edit

Authors

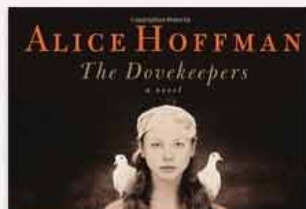
21 pins ·



Edit

Book Club Sets

56 pins ·



Edit

Bulletin Board Ideas

33 pins ·



Edit

Children's Programs

387 pins ·



Edit

Crafty

278 pins ·



Edit

Ex Libris

5 pins ·



Famous Readers

16 pins ·



Geek The Library

14 pins ·



Grants

1 pin ·



Great Books!

10 pins ·



Halloween

83 pins ·



facebook

Search for people, places and things



Julie Hildebrand

Voice

Find Friends

Home

You are posting, commenting, and liking as Julie Hildebrand — Change to Independence Public Library



Independence Public Library

Timeline

Now

Highlights

Admin Panel

+ Create A Page

Getting Their Geek On Around the World! (12 photos)

Geek the Library!



Like · Comment · Share

Christie Raley and 4 others like this.



Write a comment...

263 people saw this post

Promote



Recent Posts by Others on Independence Public Library

See All



Cheryl G Hindle Fienen

at Independence Public Library for Prairie Writers

1 · 2 · Saturday at 11:29am



Julie Hildebrand

Wow! What a great day we had! It was a fantastic turnout f...

1 · August 17 at 5:07pm



Amy Taylor

My friend and next door neighbor (to my office) gives aweso...

3 · August 15 at 1:06pm



Julie Hildebrand

@ Free books online! Search "Kansas" and see the jewels yo...

August 14 at 8:08pm



Julie Hildebrand

Board of Education approved our budget and had nothing b...

4 · August 13 at 8:44pm

More Posts

Recommendations

See All

Write a recommendation...



Julie Hildebrand

2012 Best Small Library in America!
about 6 months ago

Likes

See All



Geek the Library

17 friends also like this.

See Your Ad Here

Independence Public Library

When life seems not worth living, ten minutes in the library proves otherwise. ~...



Like · Julie Hildebrand likes this.

Promote Your Page

Online Tutorials

**“It is the supreme art of the teacher to awaken
joy in creative expression and knowledge.”**

~ Albert Einstein

gcflearnfree.org

learnthenet.com

lynda.com

office.microsoft.com

webjunction.org

techsoup.org

youtube.com

tablets.wonderhowto.com

myfirstmac.com



Advocacy

get.geekthelibrary.org

geekthelibrary.org

Igeekvampires

Whatever you geek, the public library supports you. Join Geek the Library in spreading awareness about the value of libraries and the critical funding issues they face.



Diagnostic Results after Advocacy Surgery

- Positive Comments
- Strong Partnerships
- Increase in Levy/Hours
- Donation to the Friends Foundation



We Are Dancing the Happy Dance!

Data Collection

Impact Survey Results for Independence Public Library

impactsurvey.org

Public Use By Area

Education: 37%

Employment: 48%

eBusiness: 2%

Health: 46%

eGovernment: 39%

Civic Engagement: 44%

eCommerce: 46%

Social Inclusion: 78%

Employment Activities

41% Look for job, 26% applied for a job, 13% got an interview, and 4% got a job

19% Work on resume

13% Receive skill-based training

31% Research/find info related to job/profession

17% Do work for current job

Patron Satisfaction with the Public Access Technology at IPL

58% Very satisfied

38% Satisfied

2% Neither Satisfied or Dissatisfied

2% Dissatisfied

Importance of Computer Access and the Internet for their Community

69% Very Important

23% Important

5% Moderately Important

3% Of Little Importance

0% Unimportant

Demographic Information

Ages: 14-24 21%, 25-34 17%, 35-44 17%, 45-54 18%, 55-64 18%, 65+ 9%

Education Level: Post graduate study 23%, High school or GED 20%, Some college 18%, 4 year degree 20%, 2 year degree 6%, some high school 9%

What is Your Reply?



“I thought libraries went the way
of the horse and buggy.”

“Libraries are not necessary, they
are a waste of tax dollars.”

“eBooks have made libraries
obsolete.”

Changing Opinion Depends On You!

What is Next? Does Life Go On?

What doesn't kill you will make you stronger!

If we can do it, you can do it!

<http://2012bsl.blogspot.com>

julie@iplks.org

www.iplks.org

www.pinterest.com/LibraryBoards



You too can redefine your library by breaking out of the box
of the stagnation and coming back from the dead as a
thriving community center that survives
on strong community support!



It's Not the End...It's the Beginning!