

# 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:



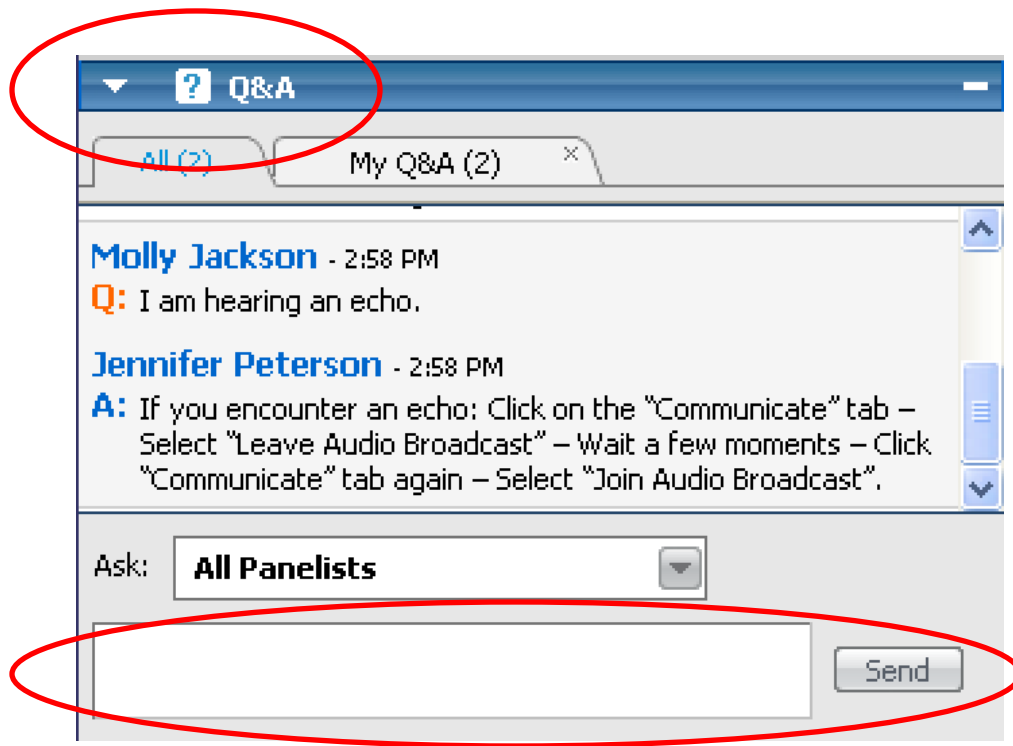
**Lost all sound? Hear an echo?** Select **Leave Audio Broadcast** or **click X** to close box(es). Then rejoin.



# Need Help?



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



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

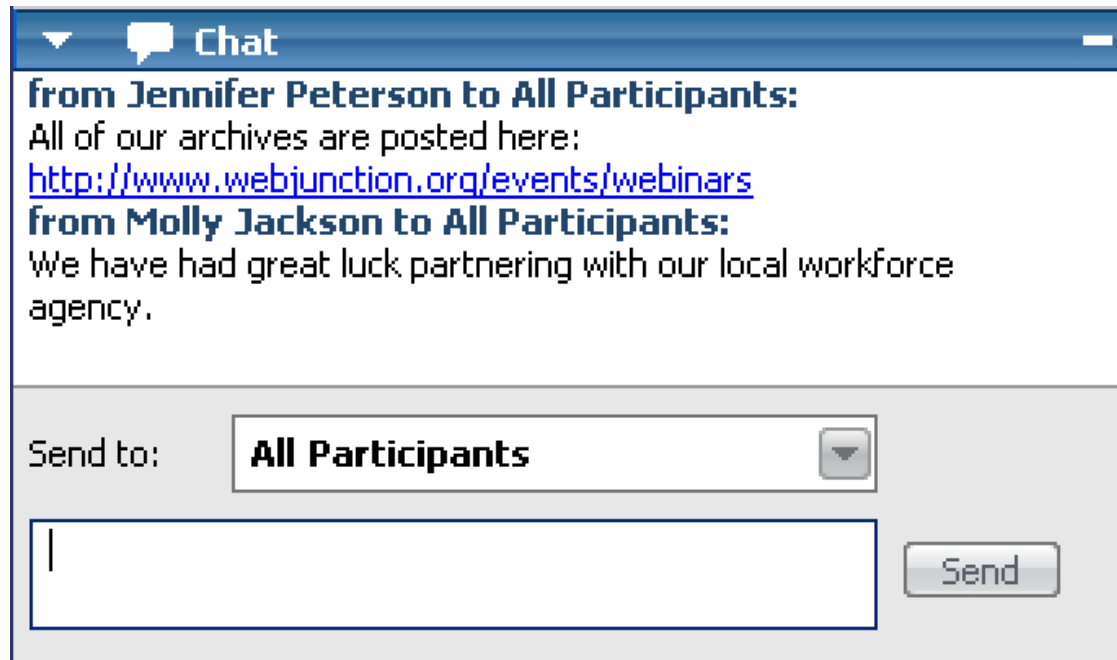
**Step 2:** Click **Send**.

# 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: #bestsmlib

# Telephone Access

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



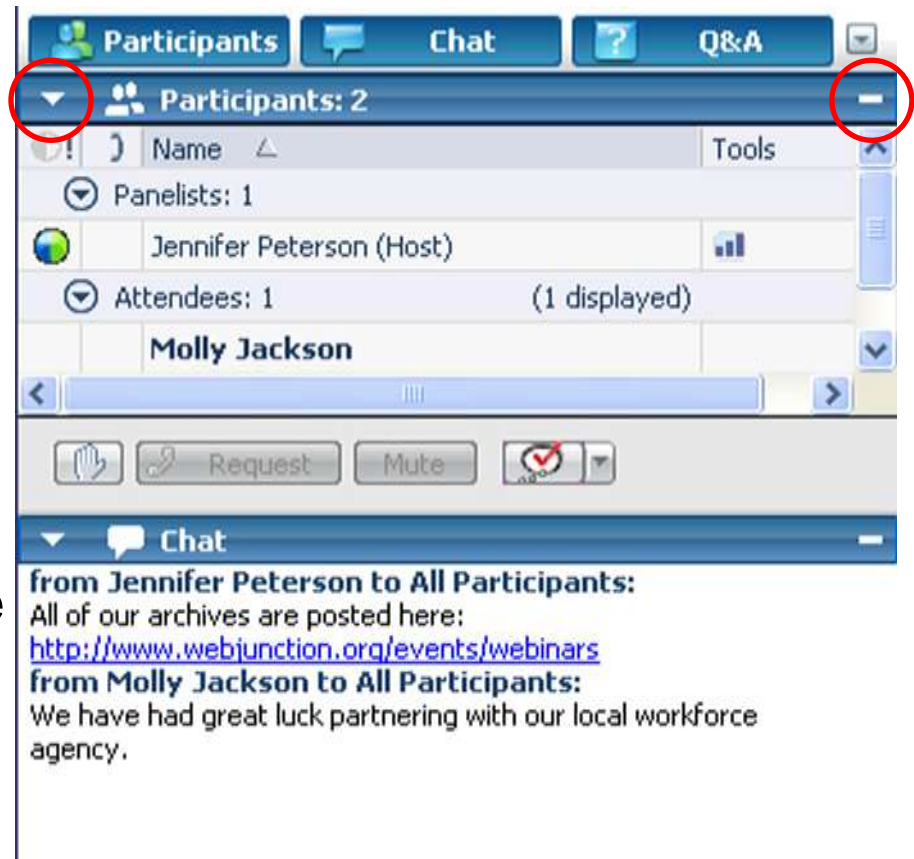
**Step 1:** Click on **Request** under the participants list.

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter “#” following **Access Code** and **Attendee ID**.

# Customize your experience

Panels can be minimized or expanded



Hover over edge of panels to drag and resize

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



Other Technical problems?

**Contact WebEx support**

**Event Number: 717 852 924**

**Phone: 1-866-229-3239**



Co-Produced by:

**Jennifer Peterson**

WebJunction  
Community Manager,  
ARSL Board Member

Co-Produced by:

**Kendra Morgan**

WebJunction  
Senior Programs  
Manager





Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

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**Georgia** Public Library Service  
State Library of **Iowa**  
**Idaho** Commission for Libraries  
**Illinois** State Library  
**Indiana** State Library

State Library of **Kansas**  
**Maine** State Library  
**Minnesota** State Library Agency & Minitex  
**Missouri** State Library  
State Library of **North Carolina**  
State Library of **Ohio**  
Access **Pennsylvania**  
Library of **Virginia**  
**Washington** State Library



**ARSL**  
The Association for Rural & Small Libraries

***ARSL Mission:** To provide a network of people and materials to support rural and small library staff, volunteers, and trustees to integrate the library thoroughly with the life and work of the community it serves.*



*Library Journal* presents the



**Rebecca Miller**  
Executive Editor,  
Features,  
*Library Journal*

Now approaching its eight 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.

# Today's Presenters



**Madeline Miele Holt**  
Director,  
Ames Free Library  
(MA)



**Debbie Winlock**  
Director, Page Public  
Library (AZ)



**Susan Rice**  
Library Coordinator,  
Naturita Community  
Library (CO)



**Paul Paladino**  
Director,  
Montrose Regional  
Library District (CO)

The Quiet Plug Crisis • Got Yelp? • Best Consumer Health • Baseball

# LIBRARY JOURNAL

February 1, 2011 | Volume 136 No. 2 | ISSN 0363-0277 | \$5.50

a media source publication

## Best Small Library in America 2011

Naturita Community  
Library, CO

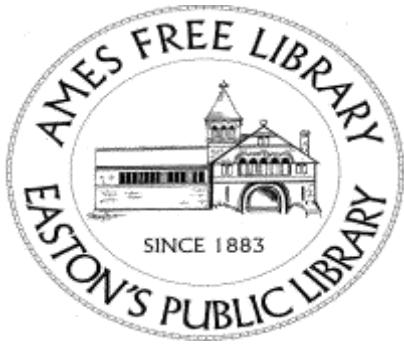


# **DEADLINE FOR SUBMISSIONS**

**NOVEMBER 2, 2011**

Visit [www.LibraryJournal.com/bestsmall](http://www.LibraryJournal.com/bestsmall)  
for complete submission information,  
or contact Rebecca Miller:  
[rmiller@mediasourceinc.com](mailto:rmiller@mediasourceinc.com), 646-380-0748

**Cosponsored by the**  
***Bill & Melinda Gates Foundation***



*Where the Community Connects*

[www.amesfreelibrary.org](http://www.amesfreelibrary.org)

*Library Journal Best Small Library Webinar – 9/20/11*



*Second Book Brigade September 2009*

# *History and Background*

- Library opened in 1883
  - Famous H.H. Richardson building
  - Renovated in 2007-09 after long dissension, court cases, over building expansion plan
  - Moved out and back with help of a ½-mile long book brigade each time
  - In new surroundings, community spirit grew
- *Library Journal's* **Best Small Library** grant goals became the guidelines for new administration
  - ***“Where the Community Connects”*** became our slogan



# Renovation and Expansion

The old furnace room became our new circulation department and is now the hub of the library. Many comment on the book-store/café type environment – and about our friendly, customer service-oriented staff.





These are famous rooms with features designed by H.H. Richardson and Stanford White. Before renovation, the 'Barrel-Vault Room' was crowded with long bookshelves down the center. Now it is a fully wireless reading room with a 60-in. monitor for program presentations and movies



**Main Reading Room and Fireplace Room**



# ***Best Small Library Grant Goal: Innovative Public Access Computing***

- What is a thin-client network and why did we install one?
  - Cost, efficiency, uniformity
  - Eliminate individual maintenance and software per workstation
  - Greener
  - Nimble



# ***Best Small Library Grant Goal: Innovative Public Access Computing***

## **Total computing environment**

- Hewlett Packard server
- Microsoft Windows Remote Desktop Services network
- 10 Thin Clients
- 2 Thin-Client Laptops
- 7 Staff Computers
- 3 Wireless Terminals
- Other standalone PCs for scanners, children's games

## **Benefits, experience, cost**

- Staff expertise growing
- Shared network drive indispensable
- Backups & flexibility sleek
- Pricing reasonable
- Support available
  - Local computer services company
  - Interested in libraries & schools

# ***Best Small Library Grant Goal: Educating Patrons in Computer Use***

- Computer-Tutors
- Started more than 10 years ago
- 2 tutors, senior technical assistants
- 8 sessions a week
- One-on-one
- Patience, kindness
- Teach whatever needed
- Loved by patrons

*“...throughout my entire life (age 73), I never used a computer...With extreme patience and dedication this staff brought something out of me, that for many years I had not realized I would ever accomplish,....My life went from ordinary to extraordinary.” Arnold Schein*

*Best Small Library Grant Goal:*  
***Educating Patrons in Computer Use***  
***Sample sign-up form***

**Ames Free Library Computer Tutoring Sign-up Form**

- Today's Date: \_\_\_\_\_
- Name: \_\_\_\_\_
- Telephone #: \_\_\_\_\_
- Email: \_\_\_\_\_
- Please check what you are interested in:
  - \_\_\_\_\_ Novice user
  - \_\_\_\_\_ Microsoft 2007 WORD
  - \_\_\_\_\_ Microsoft 2007 EXCEL
  - \_\_\_\_\_ Internet (BASIC searching only)
  - \_\_\_\_\_ Setting up a GMAIL account
  - \_\_\_\_\_ LIBRARY CATALOG
- Where did you hear about the tutoring program?  
• \_\_\_\_\_

# ***Best Small Library Grant Goal: Outreach Through Technology***

## **Web-Delivered eNewsletters**

- *Constant Contact* design tool
- Monthly edition goes to 5,000 patrons
- 23% open rate
- Staff-generated New Books & Media Bulletins
  - Fiction, Nonfiction, Movies, Music, Children, YA
  - 100-300 subscribers each
  - 20-35% open rate

# ***Best Small Library Grant Goal More Outreach Experience***

## **Via Cable TV**

- Book Lovers of Easton
- Access to our live programs stored in Internet Archive and accessible via library catalog



## **Via Library Website**

- Blogs
  - Librarianship
  - Children's Services
  - Foodie Group
- Web Radio
  - Conversations with Our Neighbors

- **Fado! [videorecording] : examining the poetic music of Portugal**  
1 videodisc (59 min.) : sd., col. ; 4 3/4 in.
- Publisher: Easton Community Access Television, Pub date: 2011]
- Item info: 1 copy available at Easton - Ames Free Library.
- View Holdings: Location 782.42162691 CABR 2011 1 DVD NONFICTION DVD

A Look Inside: [Click here to access online version.](#)

Best Small Library Grant  
Goal  
Outreach Through  
Technology  
Time Saving Tools

3M Company

Self-Check &  
Credit Card Fine  
Payment

Plymouth Rocket

Eventkeeper  
TixKeeper

EK Registration

## Benefits

- Better service through good user interfaces
- Minimal staff learning curve
- Extra cost for foolproof solutions
- Technology helped respond to 84% circulation increase in 5 years

# ***Thanks to LJ & Bill & Melinda Gates***

- We announced publicly that we were going to be the best small library in the country
- We kept focused on the grant goals for 2 years
- Saying we thought we had a chance gave us huge credibility and respect
- Board members, town officials, LSTA On-the-Same-Page grant partners



## ***Best Small Library Grant***

***Helped win recognition from **Money Magazine** – September 2011***



COURTESY: TOWN OF EASTON

[America's 100 Best Small Towns](#)

### **NO. 43 EASTON**

If you're looking for a home where you can spread out, the densely settled Boston area can be tough. But Easton, 30 miles south of the city, has done a better job than most towns of preserving its open spaces.

The town also features **many family-friendly amenities**, including the **Children's Museum** and the

***Ames Free Library (which was named one of the best small libraries in America in 2011 by the Library Journal).***

***ADVICE TO OTHER LIBRARIES***  
**GO FOR IT!**

Contact for follow-up:

Madeline Miele Holt, Executive Director

Ames Free Library

53 Main St.

North Easton, MA 02356


[mmieleholt@easton.ma.us](mailto:mmieleholt@easton.ma.us)

[www.amesfreelibrary.org](http://www.amesfreelibrary.org)



**Alone we can do so little, together we can do so Much – Helen Keller**

# *Collaboration*



Throughout history, progress and even survival, have at times depended on collaboration. When environmental conditions, competition, or other circumstances have made life more difficult or resources scarce, great civilizations and movements have been developed by people uniting together for a common purpose. Greatness and progress have often accompanied a unified effort through adversity. When Creativity, Skills, Self-Efficacy, and Motivation, accompany Collaboration, possibilities are extended, doors are opened, capacity expanded, and success realized.



# Why Collaborate, Why now?

In an environment where some resources are decreasing while demands are increasing, collaboration has become even more essential. Projects, grants, and programs, today, often require extensive collaboration.





# Who can you Collaborate with?

## Non- Profits



Health Departments

## Local Businesses

## Churches



# Summer Reading Kick-off



Teen Volunteers



Page Fire Department

One World, Many Stories



# TEENS



**Admit One**

"Summer Reading Program Kick-Off"

Call the Page Public Library  
for more info. 645-4272



**FOOD**

May 27th @ 9:00 - 11:00 p.m.

**Music**

Dance Central Competition, Gaming -  
all on the big screen.

Girls - Make-up artist, Hair beautician,  
Nail Art, Glamour Shots and much more

Guys - Henna Tattoos, X-box or Playstation 3

**"You Are Here"**

and much more.

**Prizes  
iTune Cards**

**2011-2012 High School Only!!!**



# Outreach?



Youth Job Fair

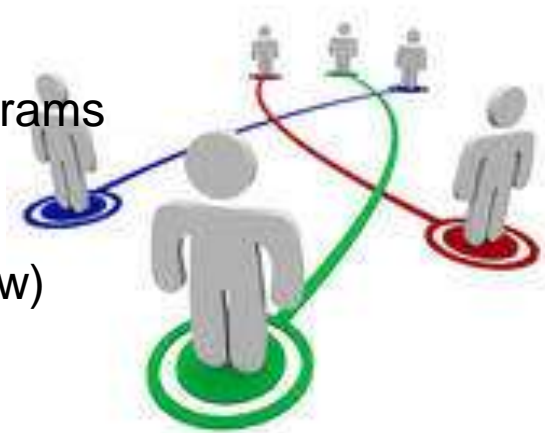


Job Fair



Community Event

Technology  
On-site and off-site outreach programs  
Media  
Partnerships  
Other Libraries (Public-School-Law)



<https://www.facebook.com/Pagepubliclibrary>

# Library Programs



Grand Parent Day



Basic Computer Class



Child Learn & Play



Early Literacy  
Computers



Family Night

# Ways to say Thank you

- Bookmarks With Names of Businesses/Organizations
- Pamphlets/Flyers/Posters
- Newspaper/Radio Advertising
- Displays
- Cards Made By Children
- Food





“You create your  
opportunities  
by asking for them”

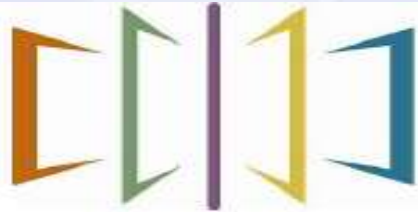
**THANK YOU *LIBRARY JOURNAL* AND  
Bill & Melinda Gates Foundation!!**



# Library Staff



Contact: Debbie Winlock, Library Director, [debbie@cityofpage.org](mailto:debbie@cityofpage.org)



MONTROSE REGIONAL  
**LIBRARY** DISTRICT  
Naturita Community Library



# NCL Staff of Four



**Betty Stephens**  
Circulation Clerk



**Dallas Holmes**  
Youth Services



**Kelli Flint**  
Youth Services



**Susan Rice**  
Branch Manager

## Open 48 Hours a Week



# Criteria Met: Guest Service



Children Outdoor Patio



Study Room



Gathering Space



Children Area



Self Checkout



Community Meeting Room



# Criteria Met: Technology

- **Innovation in introducing and supporting public access to computers and internet**
- **Success in educating patrons in technology and computer use**
- **Use of technology to expand the reach of library services**



# Criteria Met: Creativity in Developing Services and Programs that can be Replicated by other Libraries

- Baby/Toddler
- Teen Night
- After School Teen Craft
- Friday Symposium
- Annual Parent and Son & Daughter Event
- Community Cinema
- Healthy Living Series
- Stitch & Read
- Mom's Book Club
- Annual Murder Mystery Dinner Theater



# Criteria Met: Partnerships Sustained Cooperation with other Libraries

“We accomplish  
nothing alone”





# Criteria Met: Increase in Library Use, Particularly by New Users

- Children circulation increased in our new building by 150%
- Baby/Toddler/Pre-School Program continues to grow at 23% yearly
- In 2009, we issued 452 new library cards a 110% increase
- Six years ago we had one summer program with 11 kids. This year we ran 4 summer programs with 114 weekly participants.
- Computer use has gone from 25 patrons weekly to summer use at 200 weekly.



# Media

## THE DENVER POST

Naturita library named Best Small Town Library in America

Small town library in southwest Colorado named best in the nation

## Daily Press

Naturita named Best Small Library in America



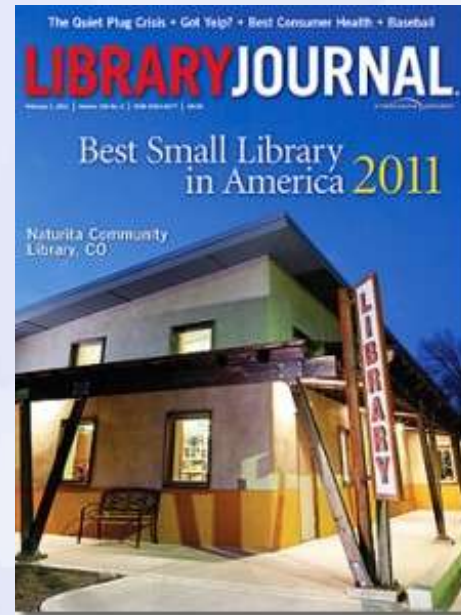
Naturita Library doubles circulation as patrons check out new programs for young and old

## GRAND JUNCTION FREE PRESS

## TELLURIDE DAILY PLANET

## The Norwood Host

An Edition of the Telluride Daily Planet



**\*WE ARE THE COMMUNITY CENTER IN NATURITA  
SERVING 2000 AREA RESIDENTS**

**\*WE MET THE CRITERIA**

**\*WE ARE THE NATURITA COMMUNITY LIBRARY,  
A BRANCH OF THE MONTROSE REGIONAL LIBRARY  
DISTRICT**

**\*WE ARE “THE BEST SMALL LIBRARY IN AMERICA  
2011”**











# Contact Info

**Susan Rice**

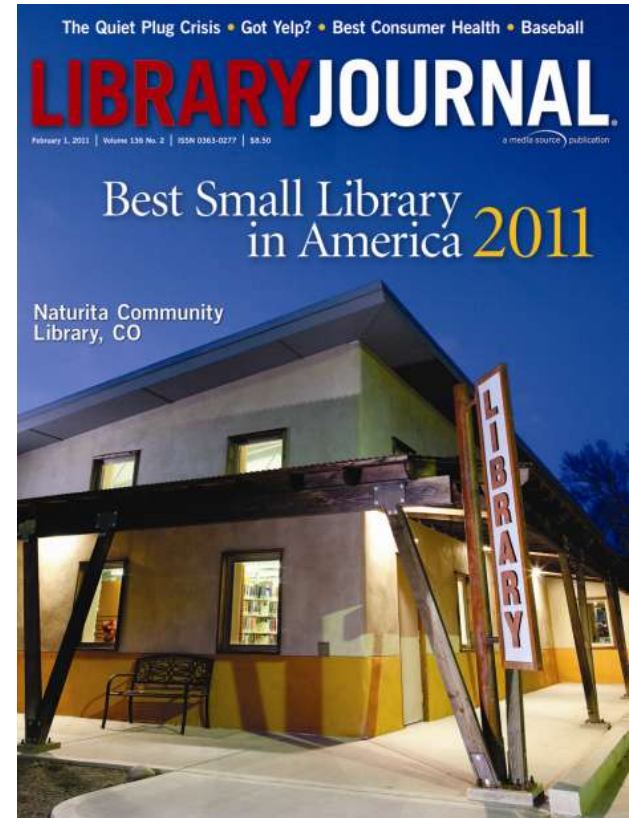
Library Coordinator,  
Naturita Community Library

[srice@montroslibrary.org](mailto:srice@montroslibrary.org)

**Paul Paladino**

Director,  
Montrose Regional Library District

[ppaladino@montroslibrary.org](mailto:ppaladino@montroslibrary.org)





## The winning library receives:

- \$15,000 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 2012, and a gala reception at the conference.

## Two finalists receive:

- \$5,000 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 2, 2011**

Visit [www.LibraryJournal.com/bestsmall](http://www.LibraryJournal.com/bestsmall)  
for complete submission information,  
or contact Rebecca Miller:  
[rmiller@mediasourceinc.com](mailto:rmiller@mediasourceinc.com), 646-380-0748

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# Stay Involved

On WebJunction

[webjunction.org/rural](http://webjunction.org/rural)

Association for Rural & Small Libraries

[www.arsl.info](http://www.arsl.info)

**Become an ARSL Member Today!**

Receive monthly e-newsletter

Get discount on Annual Conference (Next in NC)

Join us for more ARSL webinars

**Best Small Library – Library Journal**

[www.libraryjournal.com/bestsmall](http://www.libraryjournal.com/bestsmall)