



BLDing Success

Bureau of Library Development: Providing Proactive Support for Florida's Libraries

March 2013



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Greetings!

Welcome to the March BLD newsletter. March is the month with the LSTA deadline. Many of us are working on our grants just as you all are.

As far as Bureau personnel goes, we still have one vacant administrative support position. We are getting all the paperwork completed to be able to advertise the position.

Please continue to let me know what we can do to assist you in your work for Florida's libraries.

[Amy L. Johnson](#), Chief
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News From the State Data Coordinator

Don't Miss the Deadline

[LSTA Grant Applications](#)

March 15, 2013

[Public Library Construction Grant Applications](#)

April 1, 2013

[SSLI Year 10 Applications](#)

June 14, 2013

Upcoming Events



Trends and Issues in E-Government Services
March 5 @ 2:00 p.m.

Viva Florida 500 Wildflower Project
March 8 @ 10:00 a.m.

Using Florida Memory to Enhance Your Viva Florida Events and Programming
March 14 @ 10:00 a.m.

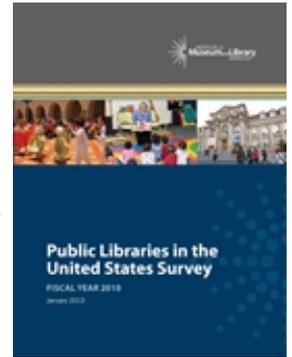
One Book One State: Online Book Discussion for Public Library Directors: The Dragonfly Effect: Quick, Effective, and Powerful
March 15 @ 10:00 a.m.

Do you Dia? Program Planning for El dia de los ninos/El dia de los libros.
March 20 @ 10:00 a.m.

Services to State Employees: Newspapers at the State Library of Florida
March 28 @ 10:00 a.m.

GED Sunsetting
April 1 @ 10:00 a.m.

IMLS released the [2010 Public Libraries in the United States Survey](#), an analysis of the most comprehensive annual data collection of U.S. public library statistics. Nationally, public libraries have seen reductions in operating revenue, service hours, and staffing. Numbers for circulation, program attendance, and computer use continue to trend upward.



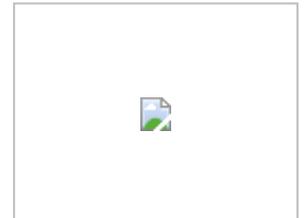
This is the first federal statistical report on public libraries to go beyond a national level analysis to report on trends at the local, regional, and state levels. The report identifies indicators in three areas: services and operations, resources, and workforce. To provide a more complete picture of library service in the U.S., the report provides [a snapshot for each state](#), describing characteristics of library service.

Florida's public libraries are included in this report based on the data submitted on the *Annual Statistical Report for Florida's Public Libraries*. The Annual Statistical Report is due on December 1st each year.

For additional information, contact Katrice Stewart, State Data Coordinator, at katrice.stewart@dos.myflorida.com or 850.245.6608.

Event Section of Viva Florida 500 Website

The [Viva Florida 500](#) website has an **Event** section that lists local activities. Libraries are encouraged to enter local, planned Viva activities in the Event section. Click *Submit an Event* under the Event section to add the pertinent information.



About Viva Florida 500

Viva Florida 500 is a statewide initiative led by the Florida Department of State, under the leadership of Governor Rick Scott, to highlight the 500 years of historic people, places and events in present-day Florida since the arrival of Juan Ponce de León to the land he named La Florida in 1513. While Florida's Native American heritage dates back more than 12,000 years, Spain's claim in 1513 began a new era. In 2013, Florida will mark 500 years of history and diverse cultural heritage - a claim no other state in America can make - and promote the place where the world's cultures began to unite and transform into the great nation we know today as the United States of America. Viva Florida 500 will take place year-round in 2013, and its many partners are planning more than 200 events statewide. The goal is to promote 500 years of Florida's history - its people, places and cultural achievements - and this important milestone in American and Florida history. Learn more by visiting www.vivaflorida.org.



Once you enter your email address you will be asked to choose which information you want to receive from the Division.

**Continuing Education
Florida Memory
Workforce Recovery
Youth Services
and more...**

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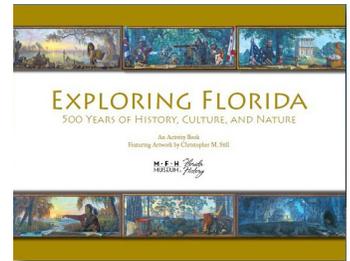
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E-Government

Exploring Florida Activity Book

The Museum of Florida History has completed an activity book to complement Viva Florida 500, and it is now available to teachers and media specialists across the state.



This activity book features Florida artist Christopher Still's paintings of Florida from prehistoric to modern times. Complemented by primary source and Web-based activities, it enables young people to visualize and appreciate the state's growth over time. Tailored for 4th- and 5th-grade students but adaptable to other ages, **Exploring Florida** introduces Viva Florida 500, which commemorates the arrival of Europeans and the vibrant and diverse cultural landscape that has resulted.

For information or to request free copies call 850.245.6400. A reproducible version is also [available for download](#).

GED Test to Sunset December 2013

[GED Testing Service](#) is releasing a [new version of the GED Test](#) on January 1, 2014. Individuals who have tested on the current 2002 GED™ Test Series must complete that exam series by December 2013.

There are approximately 50,000 non-completers throughout the state. If they do not finish their GED by the December deadline, they will have to start all over. Scores from the current 2002 Series test will not be combined with scores on the new test.

The [Florida Department of Education](#) (FDOE) has launched a statewide public awareness campaign to inform test takers that the current version of the GED test will end on December 31, 2013. FDOE is requesting the help of your library to get the message out.

Material to promote the campaign, including, posters, buttons, and Web banners are available and will be provided to each public library as requested. To order materials for your library, email [Sheila Griffin](mailto:Sheila.Griffin@fldoe.org), Deputy Director of Communications and External Affairs, Florida Department of Education, at Sheila.Griffin@fldoe.org.

For additional information, contact Pam Thompson, E-Government Consultant, at pam.thompson@dos.myflorida.com or 850.245.6633.

Connect2Compete

In Spring 2013 [Connect2Compete](#) will launch a three-year, national public service campaign to promote digital literacy. The



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[EveryoneOn](#) campaign's goal is to encourage people who are limited- or non-users of the Internet to learn how to do "one thing better online." Public libraries are key to the success of this effort because of their demonstrated commitment to providing free access to the Internet as well as to improving people's skills (e.g., using a mouse, applying for jobs online, or creating email accounts).



There are three resources currently available.

1. [Program Brief](#): Explains more about EveryoneOn and what to expect in the next few months and during the campaign.
2. [Frequently Asked Questions](#): As questions arise, the document will be updated.
3. [Pre-Recorded, Online Session](#): Discusses much of the documentation. Can be helpful as a review or as additional staff become involved.

Because campaign details continue to evolve, updates will be sent as they become available. Libraries are asked to [update their library profile](#) in order to help people looking for digital literacy training or public access computers to see the library as a provider in their area.

EveryoneOn is designed to raise awareness of the importance of digital literacy skills - which libraries have embraced for years. This is a great opportunity to promote public libraries as a trusted and valuable provider of free public access technology and training as we strive to build stronger communities.

For additional information about the campaign, contact [Cara Wilner](#), Connect2Compete, at cwilner@connect2compete.org.

Florida's 2013 Filtering Practices

In January 2013, the Florida Department of State, Division of Library and Information Services surveyed Florida's public libraries to identify and update Internet use policies and filtering practices. Those results are available under **Technology on the Division's website**.

For additional information contact Katrice Stewart, State Data Coordinator, at Katrice.Stewart@dos.myflorida.com or 850.245.6608.

Sunshine State Leadership Institute Year 10

Sunshine State Library Leadership Institute (SSLLI) Year 10 will be conducted at East County Regional Library in Lehigh Acres (Lee County), and Cooper Memorial Library in Clermont (Lake County).



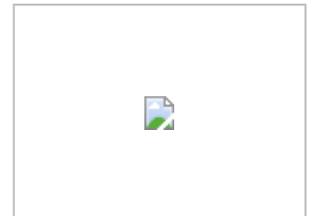
Applications will be available at the Institute's [webpage](#) on April 1 and are due June 14.

For additional information about the Institute, contact Jill Canono, Leadership Development Consultant at Jill.Canono@DOS.MyFlorida.com or 850.245.6648.

Together We Get Better: Working With Library Boards and Support Groups

Friends and other library support groups play an important role in making sure their communities have quality libraries. Sandy Newell, the Bureau consultant responsible for public library administration, provides training and support for Friends and library boards. She met with the Collier County Library Friends in December 2012 to share best practices. In January she provided a workshop in Pensacola for the Friends, Library Board Members and Staff.

Almost all Florida public libraries depend on their Friends groups to provide funding to enhance programs and services. Friends contribute money for equipment, books, programs, continuing education, membership in their Chamber of Commerce, and much more. There were more than 44,000 Friends members in Florida who raised \$5.3 million dollars between October 2010 and September 30, 2011. Friends work with their library director to give money to support the library's priorities. If these donations are spent through the library's budget, they qualify for matching State Grant dollars.



Marilyn Matthes, Director, Collier County Public Library, talks with Friends of the Marco Island Branch.

For more information on working with library boards and support groups, contact Sandy Newell, Library Administration Consultant, at Sandy.Newell@dos.myflorida.com or 850.245.6624.

Florida Library Training

FL Library Training



[Florida Library Training](#) is a calendar of training events for Florida library staff. It is a cooperative project of the multitype library cooperatives and the Division of Library and Information Services. Events listed on this site are open to all Florida library staff and most are free. The site offers a variety of options, you can view the [Calendar of Events](#), [search for a workshop](#), or [subscribe to the RSS feed](#).

Training covers many topics, from cataloging to sacred cows.

- [Connexion Client Module 08 - Original Cataloging](#) (March 6 from 2:00 -4:00 p.m.) This live online module provides instruction on how to use Connexion Client to create original records to add to the WorldCat database. After completing this Web-based training, learners will be prepared to use Connexion to efficiently create original records using a variety of methods, including blank workforms, deriving records, and extracting metadata from digital resources. The course will also explain financial incentives for adding new original records to WorldCat. This course will be of particular benefit to catalogers who have created original bibliographic records in their local catalog but have not yet contributed records to WorldCat, and to technical services managers who oversee original cataloging operations.
- [Tipping Sacred Cows: Kicking Bad Work Habits That Masquerade as Virtues](#) (March 13 from 12:00 - 1:00 p.m.) You work hard to do the right thing: work well with others, treat them fairly, and never settle for mediocre work. But too often, virtues like collaboration, fairness and excellence are revered beyond question. But when these virtues become "sacred cows" - ideas revered beyond reason - they lead to wasteful, career-limiting behaviors. Join this webinar to improve your ability to see when your own values and virtues, and the values and virtues of the people you lead, backfire.

For additional information, contact Cynthia Leigh Welch, Continuing Education Consultant, at cynthia.welch@dos.myflorida.com or 850.245.6636.

Get Answers Right Now from the State Library

Do you have a question about Florida state government? Where do you go to find the answers? The librarians at the State Library of Florida can help.



[MyFlorida.com](#) is the official portal of the state of Florida. Information on the site is organized for [Visitors](#), [Floridians](#), [Business](#) and [Government](#). There is one more very special tab - [Get Answers](#).

Get Answers has two parts. You can search the knowledge database for hundreds of answers to questions on everything from bowfishing regulations to how to establish residency in Florida to how to buy government surplus trucks.

The second part is [Ask A Question](#). Librarians at the State Library answer these questions directly by email.

For additional information, contact Pam Thompson, E-Government Consultant, at pam.thompson@dos.myflorida.com or 850.245.6633.

Using the Power of Social Networking at Your Library



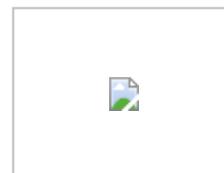
[Register today](#) for the Division's online book discussion for public library directors on March 15 based on the book, *Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*.

You are also encouraged to hold your own book discussion with staff in your library. This book was selected as the **One Book, One State** initiative title by Florida Library Association President Barbara Stites. Libraries across the state are being encouraged to host local book discussions for library staff throughout the year. To sign up to host a discussion and for a list of book discussion questions go to [FLA](#).

For more information, contact Sandy Newell, Library Administration Consultant, at sandy.newell@dos.myflorida.com or 850.245.6624. Ms. Newell is a member of the Florida Library Association Leadership Committee responsible for this statewide program.

Health Resources on the FEL

Are you using the high quality [health resources](#) available on the [Florida Electronic Library](#) to help your patrons and students?

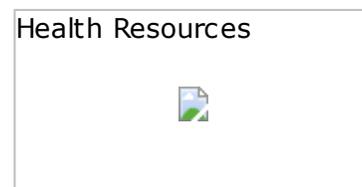


Health & Wellness Resource Center is a comprehensive resource for libraries, schools, and hospitals that provides integrated access to medical, statistical, health, and related information.

Health & Wellness Resource Center delivers up-to-date reference material as well as full-text magazines, journals, and pamphlets from a wide variety of authoritative medical sources.

Health & Wellness Resource Center has partnered with Healthology, an industry leader in providing health and medical video content and physician-authored articles. You can access the Healthology content from the **Health Highlights** area of the home page. And whenever you perform a search, your results may include video content as listed on the **Media** tab of your results list.

Health & Wellness Resource Center also brings you the latest reporting from Consumer Health News. You can view top headlines directly from the home page in a section called **Topics in the News**. These headlines are hyperlinks that take you to the full stories; there is also a **More** link that will let you browse additional headlines.



Remember to use the tools on support.gale.com to increase usage of this great resource. Order free bookmarks and posters or add a database icon or the [Health Resources widget](#) to your website and provide one-click access to all three FEL health databases:

- Health Reference Center Academic
- Health & Wellness Resource Center
- Nursing & Allied Health Collection

For additional information about **Health & Wellness Resource Center** or other Florida Electronic Library programs or resources, contact Stephanie Race, FEL Program Manager, at stephanie.race@dos.myflorida.com or 850.245.6630.

Public Library Construction Grant Applications

Grant application forms and guidelines are available for the [Public Library Construction Grant Program](#). The grant application deadline is **April 1, 2013**.

The Public Library Construction Grant program provides state funding to governments for the construction of public libraries. This includes the construction of new buildings and the acquisition, expansion or remodeling of existing buildings to be used for public library service. The maximum grant is \$500,000 and the minimum grant is \$10,000. The minimum project size is 3,000 square feet.

Any eligible Florida governmental entity may apply for a Public Library Construction Grant. This includes county governments, incorporated municipalities, special districts, and special tax districts that establish or maintain a public library and provide free public library service.

[Complete grant guidelines and forms](#) are available.

If you have additional questions about this program, please contact Marian Deeney at Marian.Deeney@dos.myflorida.com, or 850.245.6620.

LSTA Grant Program Spotlight

2011 LSTA Exemplary Projects

The Division of Library and Information Services selects exemplary projects from among the many outstanding programs funded by the Library Services and Technology Act during the previous year.

This year, the Division has chosen three projects from the 2011 grants cycle. The January issue spotlighted the Gadsden County



Public Library System project "Engaging Tweens, Teens and Their Community through Science Exploration"; the February issue spotlighted Jacksonville Public Library's "Expanding Horizons Adult Literacy Project."

This month's issue of *BLDing Success* spotlights the Marion County Public Library System project "Ready to Read: Zero to Three."

The Marion County Public Library System began implementing the "Ready to Read: Zero to Three" program in 2010. Building upon current and new collaborative partnerships with community agencies and organizations, the goal for 2011-2012 is to provide multiple points of contact between the public library and at-risk parents/caregivers of children from birth to three years of age.

Program elements and methods include:

- * Providing early literacy development information and materials at locations where at-risk parents/caregivers reside or already attend programs. (Early Head Start, teen mother residential facility and Marion County Health Department Healthy Start.)
- * Establishing relationships with parents/caregivers that support their early literacy development efforts by providing access to opportunities and materials for children in this age group; help parents/caregivers learn how to be their child's first teacher.
- * Encouraging parents/caregivers who may not be traditional library users to feel more comfortable about accessing the public library and its many resources.
- * Building a more comprehensively literacy-rich environment within the public library system for this targeted age group that will include books, materials, programs and equipment.

The project manager and staff at the Marion County Public Library System used their knowledge of best practices to set relevant goals and to reach their target audience. They used a multi-pronged approach to reach their target audience with age-appropriate materials and activities. They changed the lives of the program participants, and demonstrated it through surveys and anecdotal evidence. This project exemplifies their philosophy of "Go Where the Parents Are" in their creative outreach in a variety of venues.

For additional information, contact Dolly Frank, Library Program Administrator, at dorothy.frank@dos.myflorida.com or 850.245.6631.

News From the Youth Services Consultant

March offers several great opportunities for youth to participate in library activities.

During [Teen Tech Week](#)[™] (March 10 - 16, 2013), the Young

Adult Library Services Association (YALSA) invites you to **Check In @ your library!** This year's theme encourages libraries to throw open their physical and virtual doors to teens and showcase the outstanding technology they offer, from services such as online homework help and digital literacy-focused programs to resources like e-books, movies, music, audiobooks, databases and more.

Women's History Month is an opportunity to commemorate women who have influenced our lives and shaped history. Websites such as the [National Women's History Project](#) and the [National Women's History Museum](#) offer wonderful resources for family programming.

For more information about the Florida Library Youth Program, subscribe to [FLYP Forward](#) or contact Jana Fine, Youth Services Consultant, at jana.fine@dos.myflorida.com or 850.245.6629.

These programs are funded under the provisions of the Library Services and Technology Act, from the Institute of Museum and Library Services, administered by the Florida Department of State's Division of Library and Information Services.

