



BLDing Success

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

August 2013



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Greetings!

Welcome to the August 2013 [BLDing Success newsletter](#). Bureau staff members continue to work on exciting programs; you will find lots of information below and you can [Ask BLD](#) all about them on August 21.

I am pleased to announce that all of the positions within the Bureau of Library Development are now filled! Our newest staff member, Alicia McKnight joined us on July 22nd. You will learn more about Alicia below.

Please continue to let us know how we may assist you in your work for Florida's libraries.

[Amy L. Johnson](#), Chief
Bureau of Library Development
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BLD Welcomes New Staff Member

BLD is pleased to announce that Alicia McKnight has joined our team as our newest Administrative Assistant. Alicia received a Bachelor of Science in Broadcast Journalism from Florida A&M University. Alicia has worked in the fields of non-profits and print media. In January, Alicia returned back to Leon County realizing that Tallahassee was one of her best moves ever!

She is heavily involved at Jacob Chapel Baptist Church and serving in the Tallahassee community. She is passionate about makeup artistry and fashion. In her spare time, she enjoys watching HGTV and browsing the Web for latest trends and styles. Alicia can be reached at Alicia.McKnight@DOS.MyFlorida.com or 850.245.6635.

Don't Miss the Deadline

[2013-2014 State Aid Applications Due](#)
October 1, 2013

Upcoming Events



[Public Library Directors Discussion](#)

Sandy Newell
August 8 @ 2:00 p.m.

[Branching Out With Florida State Parks](#)

Jana Fine
August 12 @ 2:00 p.m.

[Trends and Issues in E-Government](#)

Pam Thompson
August 13 @ 2:00 p.m.

[Ask a Librarian: Myths, Misconceptions, and Mind Blowers](#)

Stephanie Race
August 16 @ 10:00 a.m.

[Ask BLD](#)

Amy Johnson and Staff
August 21 @ 10:00 a.m.

[Q&A on Completing the Online State Aid Application](#)

Marian Deeney
August 22 @ 10:00 a.m.

[Update of 2013 Annual Statistical Report Form for Florida's Public Libraries](#)

Katrice Stewart
September 18
@ 10:00 a.m.

New Public Library Directors' Orientation
in Tallahassee
October 2

2013 Annual Public Library Directors' Meeting
In Tallahassee
October 3-4



Health Insurance Marketplaces

They may sound the same, but there are big differences between the Health Insurance Marketplaces.



[Florida Health Choice](#) (FHC) was created by the Florida Legislature in 2008 as a not-for-profit corporation. This Marketplace is not the same as a health exchange. It is completely voluntary and not subject to federal rules. Currently focused on businesses, FHC plans to expand the tool in the future to help individuals navigate the complexities of the insurance market.

The U.S. Department of Health and Human Services (HHS) [Health Insurance Marketplace](#), also called an exchange, is the site that Florida and 26 other states will use to buy health insurance mandated by the Affordable Care Act. This Marketplace will allow individuals and small businesses to compare health plans, get answers to questions, find out if they are eligible for tax credits for private insurance or health programs, and enroll in a health plan that meets their needs.

Key features of the [Affordable Care Act](#).
Key features of Florida [Health Insurance Marketplace](#).

Open enrollment begins on October 1 and runs until March 31, 2014.

For more information, subscribe to the [E-Government & Workforce Recovery Updates](#) or contact [Pam Thompson](#), E-Government Consultant, at pam.thompson@dos.myflorida.com or 850.245.6633.

Public Library ROI Study Update in Progress

The Division has contracted with the [Haas Center for Business Research and Economic Development](#) at the University of West Florida to update the 2008 [Taxpayer Return on Investment in Florida's Public Libraries study](#).

How can you help?

1. Public libraries can post a link to the [Survey of Public Library Users in Florida](#) on your web page and distribute it widely. We hope you'll share it through your newsletters, emails, and social media channels.
2. Staff at non-public libraries are asked to complete the [Organizations Survey Instrument](#). Please share this link with staff in academic, special, and K-12 libraries.

To learn more about the study, contact Sondra Taylor-Furbee, Special Projects Consultant, at Sondra.Furbee@DOS.MyFlorida.com.



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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Digging Into Reading!

Florida's libraries are in full swing into their summer reading programs, so remember to keep track of your summer reading program statistics. Keep a copy of the 2013 FLYP summer reading program [reporting form](#) handy and submit your information by September 6. Please be sure to take pictures of your events and send them to [Jana Fine](#), Youth Services Consultant. The [FLYP Forward newsletter](#) is a wonderful place to share your programs with youth staff across the state!



Students returning to school can benefit from all of the great resources found in the [Florida Electronic Library](#) (FEL). If the opportunity arises and staff is available, be sure to visit with elementary, middle, and high school teachers, or college faculty, to promote these free [resources](#). Snag five minutes at a faculty meeting and a PTA meeting to update the audience about these free databases. Homeschooling groups are another opportunity to inform parents about the FEL. For more ideas, watch the recording of [FEL Friday: Back to School](#).

August is [Family Fun Month](#). Family activities at the library can include a family film night, family storytime, family game day/night, and even a family craft time. Try a family reading time where families can visit the library and have a corner where each family member can read aloud from their favorite book.

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.

Annual Statistical Report Update

The [Update of the 2013 Annual Statistical Report Form for Florida's Public Libraries](#) is scheduled for September 18. We will be discussing the changes for the upcoming survey, as well as minor changes for actually completing the survey. We also expect to review some of the definitions in the instructions. As time permits, we would also like to hear ideas regarding how we can help libraries tell their story through the data collected.

Please feel free to send any questions you would like to have answered in this public forum to Katrice Stewart, State Data Coordinator, at Katrice.Stewart@dos.myflorida.com or 850.245.6608. It is likely others are asking the same questions!

FLW - Training for All Florida Library Staff



[Florida Library Webinars](#) (FLW) provides online training for almost every aspect of the library world. Here are just a few exciting courses offered in August:

Stephanie Race
Florida Electronic Library
850.245.6630

Debi Schroeder
Support Staff
850.245.6619

Katrice Stewart
State Data Coordinator
850.245.6608

Sondra Taylor-Furbee
Special Projects Consultant
850.245.6637

Pam Thompson
E-Government
Workforce Recovery
850.245.6633

Cindy Welch
Continuing Education
Communications
850.245.6636

[The Resource Sharing Detective](#)
[Where Teens and Technology Meet: engaging teens with digital media](#)
[Everyday Library Ethics Series: Case Studies](#)
[Managing Student Assistants in Academic Libraries](#)
[Best Practices for Mobile Web Design](#)
[Public Library Programming for Adults in the Information Age](#)

Want to receive emails on the latest FLW webinars? [Sign up](#) for the Florida Library Webinar email list!

If you have questions or need assistance, contact Cynthia Leigh Welch, Continuing Education Consultant, at Cynthia.welch@dos.myflorida.com or 850.245.6636.

Franklin County's New Branch Library

After seven years of hard work fundraising by the Friends of the Library, the [Franklin County Public Library Eastpoint Branch](#) has moved to a wonderful new building. With the assistance of a U.S. Department of Agriculture (USDA) grant and loan, their dream is being realized.

The new library is 5,000 square feet and sits on 11 acres of wetlands that are being restored by the Apalachicola Riverkeepers.



Celebrate Hispanic Heritage Month

During National Hispanic Heritage Month (September 15 through October 15), libraries celebrate the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. Resources to assist you in developing programs for your community are plentiful.



The [Florida Hispanic Heritage Month Website](#) provides a wealth of information for program planning.

Just Read, Families has created a [Hispanic Heritage Month 2013 Recommended Reading List](#) that provides a variety of suggested books by grade level for children of all ages, as well as a selection of books for adult reading. This list serves to increase students' interest in the many aspects and contributions of Hispanic culture to the state of Florida.

The [Florida Heritage Trail series](#), including the [Cuban Heritage Trail](#), is designed to raise awareness of the state's cultural and historical resources. Each volume identifies historical sites throughout Florida that are related to the topic and offer profiles and biographical sketches of significant individuals. The 12 guides can be viewed online and limited print copies can be ordered.

If you're planning [Viva Florida 500](#) activities during Hispanic Heritage Month, be sure to read last month's article on [available Viva materials](#) that can be requested for use during programs or at information tables.

¿Sabía que sus patrones pueden usar Preguntale a un Bibliotecario en Español? Or, did you know that your patrons can use [Ask a Librarian in Spanish](#)? Subscribe to receive [FEL Updates](#) so you don't miss the August issue, which will focus on FEL resources that can be used as you plan activities for Hispanic Heritage Month in your community.

If your library is looking for performance programs, [Art on Tour](#) provides descriptions of artists who will come to your facility to present theater, dance, and music. Consider Afro-Brazilian folktale told through dance or a musical, and historical dramatization of the evolution of the Caribbean steel pan.

The Smithsonian provides a collection of [Hispanic Heritage Teaching Resources](#) that cover a variety of topics, music, food, art, different countries, and the lives of diverse Hispanics.

What activities are you planning in your community? Music and dance programs? Food samplings? Art and artists? Literature? Traditional games?

What's the Smartest Card in Your Wallet?

September is **Library Card Sign-Up Month**, a time to remind parents and children that a library card is the most important school supply of all. How is YOUR library participating?

The Division is partnering with several organizations during September to encourage Floridians to visit their library and sign up for a library card.



Through a generous donation from the [Miami Dolphins Foundation](#), the Division will be providing library card holders to public libraries in the Miami Dolphins' 15 core counties in south and central Florida.

[Florida's State Parks](#) are celebrating Literacy Month and National Library Card Sign-Up Month by offering free admission on Sunday, September 8 for visitors who bring a library card, library book, or a book donation with them. Libraries should contact their local State Park to learn how you can participate in their programs. Don't miss [Branching Out With Florida State Parks](#) on August 12 for additional details about how your library can join this partnership.

The American Library Association provides [free promotional tools](#) for libraries to use.

- Cover photos to use on your facebook page
- 60 ways to use your library card slideshow
- PSAs - print, audio, and digital
- Smartest card logos
- Show us your library card Flickr slideshow



[Promote Your Library Bookmarks](#) are available free from Gale and can be customized for YOUR library.

We'd love to know what your library has planned for Library Card Sign Up Month. Use #librarycard hashtag on twitter or [send us an email](#).



Follow BLD on Twitter

Volunteers Bring Value

Many of Florida's public libraries use volunteers to provide enhanced services. In 2010-2011, volunteers gave more than [1.2 million hours](#) of service to Florida libraries, which equals more than 600 full time positions. Volunteers bring more than enhancements. A quality volunteer program grooms advocates for your library. Studies have found that Americans who are active in their communities and vote regularly are more likely to have a library card and favor taxes to support libraries.

Quality volunteer programs share a number of characteristics:

- An assigned coordinator
- Written policies
- Written job descriptions for every job that include intrinsic rewards
- An interview and job matching process
- Initial and ongoing training that includes policies related to [Florida Statutes 257.261](#), which requires all circulation and library card registration records to be kept confidential.



Some people volunteer to be affiliated with an organization or others for the satisfaction of achievement, and some to make a difference. To share more about why people volunteer and how to develop a library volunteer program, Sandy Newell facilitated *Volunteers Bring Value*, a two-part webinar series in 2011. In [Why People Volunteer](#), Kathy Mayo shared her expertise as project coordinator for [Lee County Library System's Community Conversations](#). In [Managing Volunteers](#), Catherine Vaughn spoke about her experiences as the [Lee County Library System's Volunteer Coordinator](#).

Additional resources:

- [Maine State Library Volunteers @ the library](#) - a comprehensive source for using volunteers that contains samples of policies and procedures documents.
- [WebJunction](#) - a source for courses and resources on library volunteer programs.
- [California State Library Get Involved: Engaging Baby Boomers as Volunteers](#)

For technical assistance and advice on setting up a volunteer program, contact Sandy Newell, Library Administration Consultant, at sandy.newell@dos.myflorida.com or 850.245.6624.

State Aid Grant Program

Don't forget, 2013-2014 [State Aid to Libraries Grant Applications](#) must be submitted using the [Florida Libraries and Grants System](#). Applications are due October 1 and additional documents are due December 1, 2013.

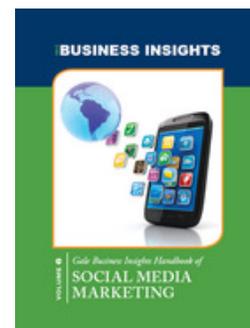
Watch [Completing the Online State Aid Application](#) for an overview of

the Florida Libraries and Grants System. Please join us August 22 or September 17 for [Questions and Answers on Completing the Online State Aid Application](#).

If you have questions about the State Aid to Libraries program, please contact Marian Deeney at marian.deeney@dos.myflorida.com or 850.245.6620.

Handbook of Social Media Marketing on FEL

To celebrate *Gale Virtual Reference Library* being voted "Best Overall Database" by [Library Journal](#) readers this year, Gale is adding a complimentary e-reference title, ***Gale Business Insights Handbook of Social Media Marketing***, to the [Florida Electronic Library](#) Gale Virtual Reference Library (GVRL) collection. [Learn more](#) about this new resource.

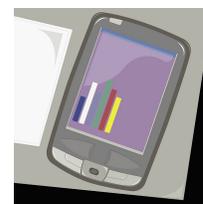


For additional information about the Florida Electronic Library (FEL), subscribe to the [FEL](#)

[updates](#) or contact Stephanie Race, FEL Program Manager at stephanie.race@dos.myflorida.com or 850.245.6630.

Did You Know...

According to the Pew study, [Tablet Ownership 2013](#), nearly one-third of American adults ages 18 and older own a tablet computer such as an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire. This figure has nearly doubled in the last year. Such data highlights the importance of having a robust e-book collection, as well as a website that is compatible with mobile technology.



For additional information, or if you have questions or comments for the State Data Coordinator, contact Katrice Stewart at katrice.stewart@dos.myflorida.com or 850.245.6608.

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