



BLDing Success

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

March 2014



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Welcome to the March 2014 [BLDing Success newsletter](#).

BLD staff continue to stay busy planning for future events and continuing projects. There have been a couple of staff changes within the Bureau; however, we will work as quickly as possible to fill those vacant positions.

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
850.245.6622

BLD staff changes

We are saddened that both Stephanie Race, and Cindy Welch, left the Bureau in February. We wish the very best to both as they begin their new professional adventures.

The *Florida Electronic Library* manager position, and the Continuing Education Consultant position, will be advertised and filled as quickly as possible.

In the interim, if you have questions about either of these programs, please contact [Amy L. Johnson](#) at 850.245.6622, or [Melissa Hooke](#) at 850.245.6632.

2014 Florida Public Library Directors' Academy

[Florida Electronic Library](#)

[Florida Libraries and Grants](#)

[Florida Library Jobs](#)

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[Florida Library Youth Program](#)

[Florida Memory](#)

[Leadership Institute \(SSLLI\)](#)

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[WebJunction Florida](#)

The 2014 Florida Public Library Directors' Academy, *Leading the 21st Century Library*, will be held in Lake Buena Vista (Orange County), on Tuesday, May 6, at the [Buena Vista Palace Hotel](#).

The 2014 theme was developed based on the following subjects:

- Many new services and programs can be implemented in a library; however, changes to services should be based on community needs, not staff ideas.
- It is extremely important to stay politically connected in the current competitive environment.
- There is an increased need for education, public partnerships and marketing.
- Library staff are fundamental in making changes. Directors need to cultivate leaders within their current staff.



Melanie Huggins

Don't Miss the Deadline!

[LSTA Grant Applications](#)
Due March 15, 2014

[FCC Form 471 Application](#)
Due March 26, 2014

[Public Construction Grant Applications](#)
Due April 1, 2014

The team of Florida Directors that planned the 2014 Academy are also speaking. They include: Gene Coppola, [Palm Harbor Library](#) (Pinellas County); Robin Shader, [Northwest Regional Library System](#) (Bay County); Paul Alford, [Lake County Library System](#); Brett Lear, [Martin County Library System](#); Ava Ehde, [Manatee County Public Library System](#); and Mary Jane Little, retired Director of the [St. Johns County Public Library](#). They will share their wisdom and experiences throughout the day.

Melanie Huggins has agreed to be the 2014 Academy's keynote speaker. In her excitement, she smiled, saying, "It's the experience that matters!" Melanie leads the [Richland Library in Columbia, South Carolina](#), and currently chairs the [Urban Libraries Council](#). As Director, Ms. Huggins has led a new focus on strategic planning, and implemented strategies for removing barriers to library service. She also helped secure \$1 million in grants for the library, including one that helped them hire a social services employee to assist residents in applying for healthcare.

Upcoming Events



[Upcoming Meetings and Notices](#)

[Library Services and Technology Act Information Update: Changes in the LSTA Grant Program for 2014](#)

Two speakers from outside of the library community will also be joining us. Mark Simpson, from Simpson Communications in Pinellas County, will speak about marketing; and Piper Castillo, with the [Tampa Bay Times](#), will share how the newspaper business is evolving in today's environment.

This year, Directors are being encouraged to bring a second person to be part of their, "Future of the Library Team." This person can be a library employee, a library supporter, a partner or anyone else who will team with the Director in implementing strategies learned at the Academy.

The workshop is free to participants; however, space is limited. [Register now](#), or for more information, contact [Sandy Newell](#), or call 850.245.6624.

We're on Facebook!

Dorothy Frank
March 3 @ 10:00 a.m.

[Online Meetings for Public Library Directors](#)

Sandy Newell
March 13 @ 10:00 a.m.

[Chat with Jana: Turning Your Dia into a Year: Using a Mini Grant to make a Major Impact with Family Bilingual Programming](#)

Jana Fine
March 27 @ 11:30 a.m.

[Lawyers in Libraries](#)

Pam Thompson
March 31 @ 2:00 p.m.

[Virtual Book Discussion: Drive: The Surprising Truth About What Motivates Us](#)

Sandy Newell
April 9 @ 10:00 a.m.

Come visit, like, chat and share with us at [Florida's Bureau of Library Development](#). We can't wait to share what we are doing here at the Bureau. We are especially excited about sharing what YOU are doing!



Please contact [Melissa Hooke](#), or call 850.245.6632, to submit programs, pictures or cool stuff, you would like us to share about your library.

New FEL Bookmarks Available

The Bureau has new *Florida Electronic Library* bookmarks and [database handouts](#) available.



If you would like to receive quantities to distribute to your patrons, please contact [Debi Schroeder](#) with the quantity of each needed, and your preferred method of shipment (courier or USPS).

Taxpayer Return on Investment (ROI) in Florida Public Libraries Update

Staff from the Bureau, and the Haas Center at the University of West Florida, continue to put the final touches on the collateral materials related to the 2013 ROI study. Collateral materials will be available in mid to late March.

For more information, contact [Katrice Stewart](#), State Data Coordinator, or call 850.245.6608.



Once you enter your email address, you will be asked to choose what information you want to receive from the Division, such as:

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

Staff

[Amy Johnson](#)
Bureau Chief
850.245.6622

[Jill Canono](#)
Leadership and
Organizational



Florida Library Webinars

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

- [Social Media 101: Basics of Library Marketing](#)
- [Online Currency and Payment Trends](#)
- [Online Presentation Software](#)
- [Classroom Management for Librarians: 2 Part Series](#)
- [Inspiring Kids to Code Using Scratch and Other Tools](#)

Development
850.245.6648

Marian Deeney
State Aid to Public
Libraries,
Library Construction
850.245.6620

Jana Fine
Youth Services
850.245.6629

Dorothy Frank
LSTA Grants,
Library Cooperative
Grants
850.245.6631

Sena Heiman
Support Staff
850.245.6628

Melissa Hooke
Support Staff
850.245.6632

Faye Lewis
Support Staff
850.245.6638

Dan Lhotka
E-Rate,
Multitype Cooperatives
850.245.6625

Alicia McKnight
Support Staff
850.245.6635

Sandy Newell
Library Administration
850.245.6624

Debi Schroeder
Support Staff
850.245.6619

Katrice Stewart
State Data Coordinator
850.245.6608

Sondra Taylor-Furbee
Special Projects
Consultant
850.245.6637

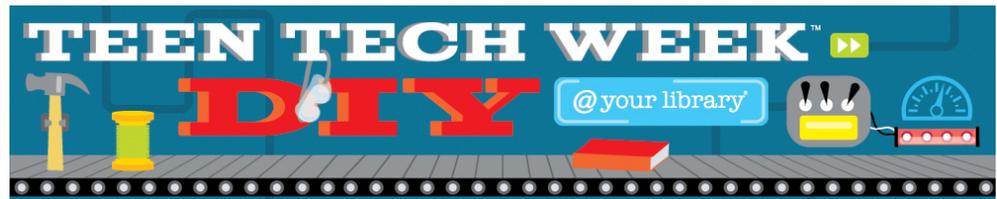
Pam Thompson

- [Libraries in Search Engines: Search Engine Optimization \(SEO\) for Libraries](#)

Are you busy as a beaver in March, but still need to squeeze in high quality, valuable training? No worries! FLW has hundreds of [on demand training opportunities](#), with more added each day.

Did you know FLW is social? Join the group on [LinkedIn](#), [Facebook](#) or [Twitter](#). There's so much to choose from!

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 [Melissa Hooke](#), or call 850.245.6632.



FLYP DIY @ Your Library: Teen Tech Week

Teen Tech Week is an annual event where libraries showcase all of the great non-print resources and services available to teens and their families. This year, celebrate with the, "DIY @ your library" theme during YALSA's [Teen Tech Week](#) (March 9-15, 2014). Demonstrate the value of your library to the community by offering teens a space to extend learning beyond the classroom, where they can explore, create and share content. From maker spaces, to coding classes, to online knitting clubs, libraries can leverage the do it yourself theme to show how they connect in meaningful ways with the teens in their communities.

Looking for some fun and innovative ways to utilize a maker space? Find great ideas and lesson plans on making a variety of items for ages 0 to adult at: [Make it @ your library](#).

For more information about the Florida Library Youth Program, [subscribe to FLYP Forward](#), or contact [Jana Fine](#), Youth Services Consultant. You can also reach Jana by phone at: 850.245.6629.

State Aid to Libraries Grants

The State Aid to Libraries Grant amounts have been calculated for Fiscal Year 2013-14. The complete list of grant amounts is available on the [State Aid to Libraries Grants Web page](#). The calculations were based on information provided in October 2013. Grant staff are completing reviews of additional documents submitted in December 2013, and are in the process of awarding grants.

For additional information, contact [Marian Deeney](#), Library Program

E-Government,
Workforce Recovery
850.245.6633

Vacant
Continuing Education,
Communications
850.245.6622

Vacant
Florida Electronic Library
850.245.6622



Administrator, or call 850.245.6620.

Sunshine State Library Leadership Institute (SSLLI)

A SSLLI graduate Regional Reunion was conducted at the West Regional Library in Jacksonville on February 7. Activities included: opportunities for Institute graduates to exchange successful leadership stories; share lessons learned; generate and refine small or large scale library innovation ideas; create a mock-up of the library as the best place; and discuss Sunshine State Library Leadership Institute Continue Education (SSLLICE).



Two sites have been selected for SSLLI Year 11 (2014-15) sessions: Palm City Cummings Library in (Martin County), and Chipola College in Marianna (Jackson County).



Year 11 Institute applications will be available on the [SSLLI webpage](#) on April 4, and are due on, or before, June 2.

Looking for a convenient online leadership course to take yourself, or share with your staff? You can register for Dave Logan's, author of *Tribal Leadership*, [21 Day Leadership Challenge](#). Dr. Logan's book is one of my top three recommended leadership books for 2013.

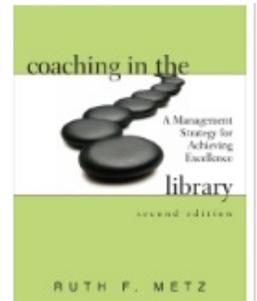
If you are a fan of DeEtta Jones, who is, and has been, a SSLLI faculty member and speaker at the 2013 Annual Public Library Directors' Meeting, you can subscribe to her [newsletter](#) that provides regular management and leadership tips.

For more information about the Leadership Institute, contact [Jill Baldwin Canono](#), or call 850.245.6648.

Resources on Staff Management

There are a number of resources related to motivation and staff management available for Florida library staff. Online courses at [WebJunction](#) are available at no charge, and provide online and face to face training on these topics.

In addition, The State Library of Florida loans [print](#) and [e-book](#) resources on these topics. If you are an employee at a public library, public K-12 school, or public academic library in the state of Florida, you are eligible for a library e-card from the State Library. Your e-card will provide remote access to the database



Library Literature, and our collection of professional e-books. Sign up for your [State Library Card](#) today.

There are many more resources available on staff motivation beyond the library community. A short article that might be of interest is, *5 Easy*

Ways to Motivate and Demotivate Employees, [Forbes](#), March 18, 2013.

If you would like more information, please contact [Sandy Newell](#), or call 850.245.6624.

LSTA Spotlight

Don't forget! If you plan to submit an LSTA application on March 15, please include: a scope of work, project deliverables and performance measures, by uploading them in the [Florida Libraries and Grants](#) online system as attachments.



For more information on these new requirements, how to upload them, or if you have any other questions, please contact [Dorothy Frank](#), or call 850.245.6631.

Florida Statewide Digital Action Plan

The survey of cultural heritage organizations has been completed. Organizations provided information about their current digital collections, and their plans for the development of future collections.

The work groups met for the first time this month, and include: Metadata, Technology/Digital Public Library of America, Content Creation and Collection Development. Currently, each group is scheduled to meet online twice a month.

If you would like more information about this project, please contact [Sondra Taylor-Furbee](#), or call 850.245.6637.



Money Smart Week @ Your Library

During the week of April 5-12, 2014, join libraries around the country for [Money Smart Week @ Your Library](#). Now in its fourth year, this national

initiative between the [American Library Association](#) (ALA), and the [Federal Reserve Bank of Chicago](#), provides financial literacy programming to help your patrons better manage their personal finances.

Libraries of all types can participate, providing programming for all ages, and all stages of life. Some topics include: basic budgeting; managing student debt; retirement planning; home purchasing; saving money through using coupons; and how to prevent identity theft.

In 2013, 500 public, academic, school, and even prison, libraries participated from 47 states.

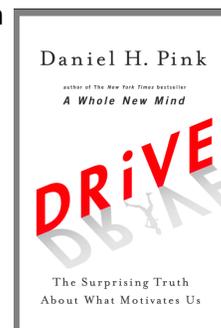
Library partners can download pre-constructed promotional items and templates for Money Smart Week. These materials help create awareness for the week, as well as publicizing individual events. Find out how your library can [become a partner](#).

For more information, email [Pam Thompson](#), or call 850.245.6633.

What Motivates Us?

One Book, One State, a book discussion program for library staff, is being sponsored by the [Florida Library Association's Leadership Development Committee](#). Spend time with like minded people discussing the bestseller, [Drive: The Surprising Truth About What Motivates Us by Daniel H. Pink](#). Libraries are being encouraged to host these discussions for staff in their home libraries. A program on the book is scheduled for the [Florida Library Association Conference](#).

Most of us believe that the best way to motivate is with rewards, but Mr. Pink says that's a mistake. He goes on to tell us that the secret to performance and satisfaction is the human need to direct our own lives, learn and create new things, and to do better by ourselves and our world. Watch this [YouTube](#) animation for more about the theory behind the book.



Library discussions can be held in a variety of ways. If time allows, hold a face to face book discussion with staff. If you cannot get together in one place, try a virtual forum, reading one chapter a week and discussing the book online, using one of the many social networking tools.

Last year's book was *The Dragonfly Effect*, and members of the Leadership Committee [developed discussion questions](#). Questions will also be available this year. BLD is hosting a virtual book discussion in April, with the help of Gene Coppola, Director of the Palm Harbor Public Library, Pinellas Public Library Cooperative. Learn more about Gene in our [July 2013 BLDing Success Newsletter](#), and watch for the registration announcement. For more information about this session, please contact [Sandy Newell](#).

For information about the *One Book, One State* program in Florida, contact the Florida Library Association Leadership Development Committee Chair, [Krystal Bullers](#).



Subscribe Now:
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Public Library Construction Grant Program

Reminder!

[Public Library Construction grant applications](#) are due April 1, 2014. Grants may be funded up to \$500,000 to construct new public library facilities, remodel or expand existing facilities, or to renovate existing facilities. A dollar for dollar match is required unless the library is in a [REDI](#) county or community.

After submission and evaluation, applications are combined with any unfunded applications rolling over from the previous year, to create the ranked construction list for Fiscal Year 2015-16. Funding for these applications will be considered by the 2015 Legislature. If funded, grants will be awarded on July 1, 2015.

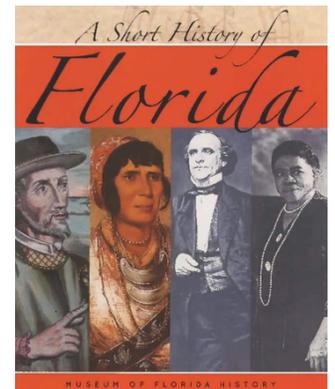
If you have additional questions about this program, please contact [Marian Deeney](#), Library Program Administrator, or call 850.245.6620.

Viva Florida Resources Still Available

If you are planning a [Viva Florida](#) event in your community, we'd like to help. The Florida Department of State has a variety of materials that can be used during programs, or at information tables, such as:

- *Viva Florida* brochures, bags or pens.
- *Florida Memory* brochures.
- [Florida Memory Folklife music](#) (downloadable or CD).
- [Short History of Florida](#) booklet (downloadable only).
- [Exploring Florida: An Activity Book](#) (downloadable or paper).

If you would like to receive quantities of any of these materials for an upcoming event in your community, please contact [Debi Schroeder](#) with the name and date of your event, the quantity needed, and your preferred method of shipment (courier or USPS).



Don't forget to [submit your Viva events](#) and register your [time capsule](#).

Did You Know...

- Although e-book reading is growing, printed books still dominate the reading world.
- The rise of e-book reading is tied to the steady increase in tablet and e-reader ownership.
- Americans appreciate libraries, especially for the role they play in communities.
- Mothers love libraries.
- Access to books, media and quiet, safe reading places top the list of favorite library services.
- The public's highest priorities center around children and literacy.
- Library websites are catching on.
- Older teens and young adults are sometimes the most likely to desire new library technologies.
- One challenge libraries face is making people aware of all of the services they offer.
- Library use ebbs and flows for many Americans.

This list of [10 facts and trends about Americans and public libraries](#) was compiled by the Pew Research Center in advance of the American Library Association's Midwinter Convention.

Take a moment to [visit this site](#), as there are some wonderful quick, detailed statistics that support the above facts and trends, which make great conversation starters.

If you have questions or comments, contact [Katrice Stewart](#), or call 850.245.6608.

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.