



BLDing Success

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

April 2014



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

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

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

The [Return on Investment](#) Update has been completed. It was determined that for every \$1 in tax dollars libraries receive, a value of \$10.18 is returned in services provided! Clearly Florida's public libraries are providing a tremendous value to their patrons.

Taxpayer Return on
Investment in Florida
Public Libraries

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

Save the Date:

Public Library
Directors Meeting

October 28-29, 2014

Quick Links:

[E-Government](#)

[Florida Electronic Library](#)

[Florida Libraries and
Grants](#)

[Florida Library Jobs](#)

[Florida Library Webinars](#)

[Florida Library Youth
Program](#)

[Florida Memory](#)

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

[Professional Resources](#)

[WebJunction Florida](#)

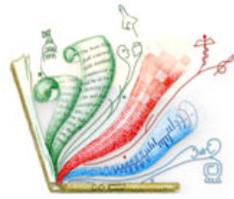
Don't Miss the
Deadline!

Upcoming Events:



[Upcoming Meetings and
Notices:](#)

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



Florida Electronic Library

The [Florida Electronic Library](#) unveiled its new webpage in the Fall of 2013. As with all new endeavors, there have been a few snafus here and there. One of the recurring issues is the display of the library name at the top of the webpage.

Please take a few minutes to make sure that your institution is displaying correctly. Open up the webpage and review the listing in the top box titled: Current Library. If you are seeing your library system applied in that area, you do not need to do anything else.

If your library system is not displaying correctly, please send the following information to [Amy Johnson](#):

- The current information displaying as Current Library.
- The correct library system name.
- The library system IP ranges.

If you have any additional questions or concerns, please feel free to call: 850.245.6622.

Generally, this information can be updated quite quickly.



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 April:

- [STEM, STEAM, & Everything in Between](#)
- [Tips from the Trenches: Now, That's Pinteresting](#)
- [Simple Storytelling: A How-To](#)
- [Collection Management Policies](#)
- [Improving Your Organizational Skills-One Step At a Time](#)
- [Best Content Strategies for Your Library's Social Media Sites](#)

Are you busy as a beaver in April, but still need to squeeze in high quality, valuable training? No worries! FLW has hundreds of [on demand training](#)

Motivates Us

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

State Library: Services
for State Agency
Employees

Precious Mack
April 14 @ 11:00 a.m.

New Public Library
Directors Online Meeting

Sandy Newell
April 10 @ 2:00 p.m.

Chat With Jana: Summer
Stats Update

Jana Fine and
Katrice Stewart
April 17 @ 12:00 p.m.



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; or
Youth Services.**

Staff:

Amy Johnson
Bureau Chief
850.245.6622

Jill Canono
Leadership and
Organizational
Development
850.245.6648

Marian Deeney
State Aid to Public
Libraries,
Library Construction
850.245.6620

Jana Fine
Youth Services
850.245.6629

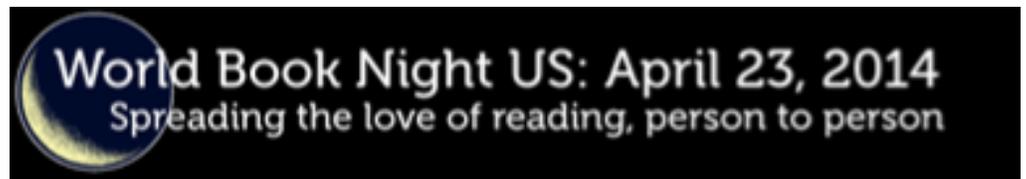
[opportunities](#), with more added each day.

Did you know *FLW* is social? Join the group on [LinkedIn](#), [Facebook](#) or [Twitter](#). Keep up with the latest news by joining us on social media.

[Sign up](#) for the *Florida Library Webinar* email list to receive the latest updates. If you have questions or need assistance, please contact [Melissa Hooke](#), or call 850.245.6632.

Upcoming Youth Services Special Events:

During National Library week, be sure and support [Teen Literature Day](#) on Thursday, April 17. The purpose of this celebration is to raise awareness for young adult literature. It is a vibrant, growing genre with a panoply to offer today's teens.

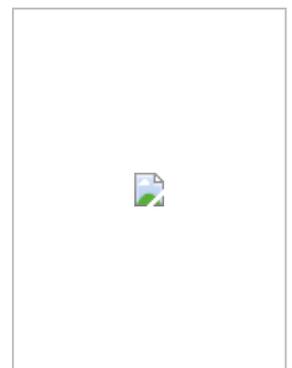


World Book Night U.S. is a celebration of books and reading held on April 23. 25,000 passionate volunteers across America will give a total of half a million books, within their communities, to those who don't regularly read. Each volunteer gives away 20 copies of a specially printed, not for resale, World Book Night U.S. edition book. They have read and loved the book, which was chosen from a list of 35 titles, selected by a panel of librarians and booksellers. The volunteers personally hand out their copies to complete strangers, people who may never have owned a book of their own. Libraries and bookstores support this event as organizational participants, forming a nationwide advocacy and distribution network. The American Library Association (ALA) is hosting the [online signup](#) this year.

If you have questions, please visit the [FAQ page](#).

Inaugurated by the Academy of American Poets in 1996, [National Poetry Month](#) is now held every April. Schools, publishers, libraries, booksellers and poets throughout the United States band together to celebrate poetry and its vital place in American culture. Thousands of organizations participate through readings, festivals, book displays, workshops and other events. Check out the [30 ways to celebrate](#) with your community.

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.



Friends of the Library Unify for Excellence:

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

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
E-Government,
Workforce Recovery
850.245.6633

Vacant
Continuing Education,
Communications
850.245.6622

Vacant
Florida Electronic Library
850.245.6622

Learn about promising practices of Friends groups in fundraising, communication and marketing at the [Florida Library Association Conference](#) from 10:30 a.m. to 12:00 p.m. on Thursday, May 8, in Lake Buena Vista. Martin County representatives include Sheila Leach, winner of a 2013 Florida Library Association award for her role in building consensus to form a countywide Friends of the Library group, while still supporting the needs of branch libraries. This session will also include tips from Friends groups across the state.

Speakers include: Brett Lear, Martin County Library System; Sheila Leach, Friends of the Martin County Library System; and Sandy Newell, Florida Department of State, Division of Library and Information Services.

For more information about Friends of the Library, please contact [Sandy Newell](#), or call 850.245.6624.

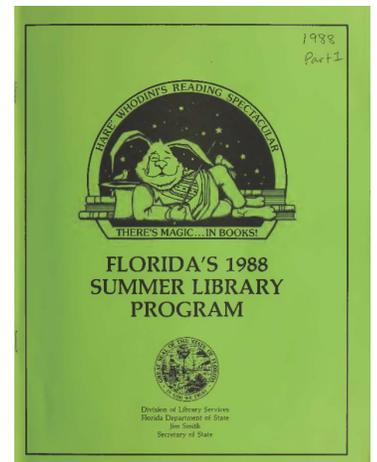
Florida State Documents Depository Program:

The State Library of Florida has been collecting documents published by State Agencies since 1845. Beginning in 1967, a [depository system](#) was created to help citizens' access public documents throughout the state.

One title we have saved and maintained is the Florida Library Youth Program Manual. Not only do we have the printed copies here at the State Library, we have scanned them for easy access throughout the state. Are you planning a summer reading program? Check out [previous programs](#), back to 1968!

If you need assistance with the [Florida State Document Depository Program](#), or have questions, please contact [Laura Baas](#), Bureau of Library and Network Services, or call 850.245.6642.

If you have questions about the summer library reading program, contact [Jana Fine](#), Youth Services Consultant, Bureau of Library Development, or call 850.245.6629.



CareerSource Florida:

Florida's workforce system has launched its new statewide brand, [CareerSource Florida](#), in a move to better connect businesses with job



seekers.

Each of the state's 24 regional workforce organizations, and nearly 100 career centers, will also use the new brand with regional identifiers. For example, *South Florida Workforce*, which assists job seekers and businesses in Miami-Dade and Monroe counties, is now *CareerSource South Florida*.

The development of Florida's unified workforce system brand began last year in response to the [Regional Workforce Boards Accountability Act of 2012](#), priority legislation for Florida Governor, Rick Scott. Florida is among a growing number of states moving to a common brand name for local boards and/or career centers, and is the first to align its entire system.

Your patrons can find a complete listing of the new names and contacts [here](#). For more information, contact [Pam Thompson](#), or call 850.245.6633.

Florida Libraries & Grants

Library and Staff Directory in Florida Libraries & Grants:

The Florida Department of State's Division of Library and Information Services utilizes the directory information collected in the Florida Libraries and Grants website to send important information to interested parties, as well as to provide valuable resources to library staff.

Please review the information contained in the system related to your library. We strongly encourage libraries of all types to review the information in [Florida Libraries and Grants](#) to ensure accuracy. Libraries are also encouraged to include all staff in their directory listing. Library directors may delegate permission to make the necessary changes by contacting [Katrice Stewart](#).

For more information, or if you have questions about using the system, contact [Katrice Stewart](#), State Data Coordinator, or call 850.245.6608.

Citizens Save Libraries Grants:

[United for Libraries](#) has secured \$75,000 from the Neal-Schuman Foundation to support library advocacy at the local level for libraries with troubled budgets. The Citizens-Save-Libraries grants will pay for travel and fees to send expert advocates to 20 locations over the course of two years to help friends of the library groups, library directors and trustees, develop individual blueprints for advocacy campaigns to restore, increase or save threatened library budgets.

As part of the program, a [Citizens-Save-Libraries Power Guide](#), available to all, lays out a step by step blueprint for libraries to follow in generating their own campaigns.

The 20 grants will be issued in two cycles. The first cycle application process is complete. For the second cycle, [application materials](#) are due **April 15, 2014**. Grantees will be notified by May 15, 2014. Onsite training will be held June 1, 2014, through May 1, 2015.

Please note that grant recipients will not receive any direct funds. The funds will be administered by United for Libraries, and will be disbursed directly to the professional consultants to cover their fees and expenses for providing the two days of onsite advocacy training at each library.

For additional information, please contact [Marian Deeney](#), Library Program Administrator, or call 850.245.6620.

Sunshine State Library Leadership Institute (SSLLI):

This month the Sunshine State Library Leadership Year 10 participants will meet in Lehigh Acres and Clermont for Session Seven, "Thinks and Acts Strategically," facilitated by DeEtta Jones.

If you are a fan of DeEtta Jones, who is, and has been, an 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.



SSLLI graduates and current participants are invited to join in an all day workshop on May 6, by DeEtta Jones, focusing on, "[Thriving in a Changing Workplace.](#)"

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 is one of Jill's top three recommended leadership books for 2013.

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



Year 11 Institute applications will be available on the [SSLLI webpage](#) on April 4, and are due on, or before, the June 12 deadline.

Mark your calendars! The 2014 Annual Public Library Directors' meeting is scheduled for October 28-29, in Tallahassee at the DoubleTree Hotel.

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

NCES Releases, *Academic Libraries: 2012 First Look*:

The report, *Academic Libraries: 2012 First Look*, has been released by the National Center for Education Statistics, within the Federal Institute of

Education Sciences. This report summarizes services, staff, collections and expenditures of academic libraries in two and four year, degree granting postsecondary institutions in the 50 states and the District of Columbia.

Findings include:

- In fiscal year 2012, academic libraries added about 53 million e-books, making their total e-book holdings over 252 million.
- Academic libraries spent approximately \$2.8 billion for electronic books, serial back files and other materials, in fiscal year 2012. Expenditures for electronic current serial subscriptions totaled about \$1.4 billion.
- During fiscal year 2012, about three quarters of academic libraries reported that they supported virtual reference services.
- Academic libraries reported 85,752 full time equivalent (FTE) staff working in academic libraries during the fall of 2012.

[View the full report](#) when it is released.

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

LSTA Spotlight:

The Library Services and Technology Act (LSTA) Advisory Council advises the Florida Department of State, Division of Library and Information Services, Bureau of Library Development, on the administration of the federal Library Services and Technology Act grant program.



We wish to thank three Advisory Council members that are rotating off the council, who have provided four years of their time and advice:

- Ted Chaffin, Leon County, representing Academic Libraries.
- David Farrah, St. Johns County, representing Library Users.
- Laura Spears, Leon County, representing Special Libraries.

We are pleased to announce the addition of three new Advisory Council members:

- Constance L. Bettinger-Hennink, Collier County, representing Library Users.
- Rose Bland, Hillsborough County, representing Special Libraries.
- Micah Vandegrift, Leon County, representing Academic Libraries.

For more information, or if you have questions or comments for the LSTA Grants Coordinator, contact [Dorothy Frank](#), or call 850.245.6631.

Florida Statewide Digital Action Plan:

The survey of cultural heritage organizations has been completed. The survey data is being analyzed for use in the report. In addition, each of the work groups is using the data to help make decisions about best practices and project recommendations.

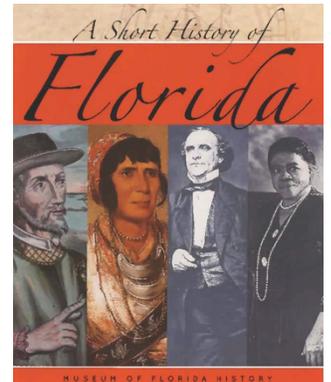
The work groups include: Metadata; Technology/Digital Public Library of America; Content Creation; and Collection Development. Each group is scheduled to meet online twice a month.

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

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:

Did you know that on March 12, 2014, the World Wide Web celebrated its 25th birthday? The Pew Internet & American Life Project reports that 87% of American adults now use the Internet, with near saturation usage among those living in households earning \$75,000 or more: (99%); young adults ages 18 to 29: (97%); and those with college degrees: (97%). Check out the [full report](#)!

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

2014 Florida Public Library Directors' Academy:

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

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.

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:

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).



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.



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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.