



# BLDing Success

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

November 2014



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

November is the start of the *Florida Libraries as...* campaign. We will be highlighting a library role each month. We want you to tell us how you carry out that role in your community. Join us for online training and discussions, and send us updates via Facebook and Twitter.

The Bureau has reinstated the [County Liaison assignments](#). If you are unsure who to call related to any issue, you can contact the person assigned to your county. The liaison map will be updated as positions are filled.

We continue to work to fill the positions for:

- *Florida Electronic Library Manager*
- *Continuing Education Consultant*
- *E-Government/Workforce Recovery/Outreach Consultant*

In the interim, if you have questions in any of these areas, please contact me directly.

November finds us being thankful for all of the wonderful services libraries provide across this state.

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

[2014 Annual Public Library Directors' Meeting:](#)

## 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](#)

## Upcoming Events:



[Sharing Memories: Using Reminiscence Activities with Senior Groups](#)  
[Libraries as Community Memory](#)

November 5  
10 a.m. EDT  
Sandy Newell

Local History and Genealogy Services  
November 12  
10 a.m. EDT  
Sandy Newell

[Chat with Jana: Poetry Out Loud](#)  
November 13  
12:00 p.m. EDT  
Jana Fine

[Florida Libraries as Community Memory: Join Our Conversation Online Meetings](#)  
November 19

The **2014 Annual Public Library Directors' Meeting** was conducted on October 28-29 at the DoubleTree in Tallahassee. The theme was **Florida Libraries as...** with featured speakers [Patti Dobrowolski](#) and [Joe Murphy](#). On the first day, Ms. Dobrowolski facilitated a series of activities that resulted in a captioned illustration (see below) of Florida public libraries' current state and the three bold steps to achieve their desired state. On the second day, Joe Murphy provided information on Trends and Directions Revealing Library Futures. After his presentation, updates and discussion were held on the most recent Return on Investment study, Statewide Digital Action Plan and the Florida Public Library Standards revision.



Tuesday evening, a Celebration of Service for Judi Ring was hosted by Bureau of Library Development staff to honor her achievements as the Director of the Division of Library and Information Services. Below is a snapshot of Judi with meeting attendees, taken after the conclusion of the last session.



If you were unable to attend the meeting and would like to be briefed on what you missed, please contact your [county liaison consultant](#).

## We've Made a Change:

Have you seen the Division's new website?

10 a.m. EDT  
Sandy Newell

Oral History Projects  
December 3  
10 a.m. EDT  
Sandy Newell

Working with Teens and  
Intergenerational  
Community Memory  
Programs  
December 10  
10 a.m. EDT  
Sandy Newell



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

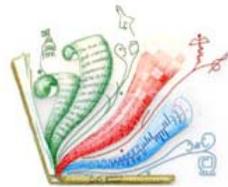
[Jill Canono](#)  
Leadership and  
Organizational  
Development  
850.245.6648

[Marian Deeney](#)  
State Aid to Public  
Libraries,  
Library Construction  
850.245.6620

[Jana Fine](#)  
Youth Services  
850.245.6629

[Dorothy Frank](#)  
LSTA Grants,

Please let us know what you think about our new look.



## Florida Electronic Library

### Highlighted Resource: *Career Transitions*

*Career Transitions* can help you make the most of job searching and career exploration efforts. Did you know that *Career Transitions* helps patrons find a new job, write a resume, write a cover letter, simulate interviews, and even explore and discover a new career? In addition, *Career Transitions* provides the library with useful data about how the database was used. This data can be used to demonstrate the role the library plays in workforce recovery.

You will find *Career Transitions* in the *Florida Electronic Library*. You can order promotional items for *Career Transitions* using Gale ProMo.

For more information about the *FEL*, please contact [Amy L. Johnson](#) or call 850.245.6622.



### *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 this

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

**Vacant**  
Continuing Education,  
Communications  
850.245.6622

**Vacant**  
*E-Government,*  
Workforce Recovery,  
Outreach  
850.245.6622

**Vacant**  
*Florida Electronic Library*  
850.245.6622



month:

- [Tools to Enhance Websites and Marketing](#)
- [From One Red Dot to Press Here and Everything in Between: Interactive Books for Children](#)
- [Doing Social Media Like You Mean It](#)

Are you busy but still need to squeeze in high-quality, valuable training? No worries. *FLW* offers 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](#) to keep up with the latest news.

[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.

## *Florida Library Youth Program:*

### **CSLP 2015 Summer Library Program Information**

The Division of Library and Information Services is presenting its annual *CSLP/FLYP* workshops for the *2015 Summer Library Program*. Youth services staff and media specialists are invited to join Youth Services Consultant Jana Fine and company for this free, day-long workshop.



The morning session's theme, **Unmask!** will focus on teen programming. The afternoon session will highlight children's (ages 0-11) programming, with the theme of **Every Hero has a Story**.

Dress casually and plan to participate in activities. Bring a camera, your manual and any ideas to share.

These programs are provided free of charge through a Library Services and Technology Act grant from the Institute of Museum and Library Services, administered by the Florida Department of State's Division of Library and Information Services.

[Register for one of the following sessions:](#)

#### **WORKSHOP DATES AND LOCATIONS -**

All sessions are 9:00 a.m. - 4:00 p.m. local time, with one hour for lunch.

November 5	Dunedin Public Library (Pinellas County)
November 7	Bartow Public Library (Polk County)
November 17	North Dade Regional Library (Miami-Dade County)
November 19	Hagen Ranch Road Branch Library (Palm Beach County)
November 21	Northwest Regional Library (Lee County)
December 1	Alachua County Library District Headquarters
December 3	Volusia County Library Center - City Island
December 5	Jacksonville Public Library Main Library (Duval County)
December 10	Calhoun County Public Library - Blounstown
December 12	Milton Public Library (Santa Rosa County)



For additional information about the Florida Library Youth Program, email [Jana Fine](#) or call 850.246.6629.

## Sunshine State Library Leadership Institute (SSLLI):

### Sunshine State Library Leadership Institute Year 11

On October 14 in Palm City (Martin County) and October 16 in Marianna (Jackson County), the **Sunshine State Library Leadership Institute Year 11** participants and their mentors met for the first of 10 sessions. The topic was "Framing Your Journey." The second session, "Leads Projects," facilitated by DeEtta Jones, is scheduled for November 18 and 20.



If you are an SSLLI graduate and would like to provide a SSLLInar, or would like more information about the program email [Jill Baldwin Canono](#) or call 850.245.6648.

## LSTA Grants Spotlight:

The Florida Department of State and the Division of Library and Information Services is pleased to announce that the following organizations have received Library Services and Technology Act (LSTA) grant awards for statewide programs for the 2014-15 grant cycle.



Statewide Program	Organization	Award
Administration of the Annual Program 2014	Division of Library and Information Services	<b>\$218,460.00</b>
Connected Director Community 2014 - Program Coordination	Division of Library and Information Services	<b>\$148,453.00</b>
Connected Director Community 2014 - Connected Directors' Meetings	Tampa Bay Library Consortium	<b>\$25,260.00</b>
<i>E-Government</i> Services to Florida Public Libraries 2014 - Program Coordination	Division of Library and Information Services	<b>\$101,630.00</b>
<i>E-Government</i> Services to Florida Public Libraries 2014 - Get Help Florida	Pasco County Public Library Cooperative	<b>\$15,000.00</b>

<i>E-Government Services to Florida Public Libraries 2014 - Right Service at the Right Time</i>	Orange County Library System	<b>\$50,000.00</b>
<i>E-Rate Assistance 2014</i>	Division of Library and Information Services	<b>\$89,102.00</b>
<i>Florida Electronic Library 2014 - Databases and Program Coordination</i>	Division of Library and Information Services	<b>\$2,570,319.00</b>
<i>Florida Electronic Library 2014 - Ask a Librarian</i>	Tampa Bay Library Consortium	<b>\$199,360.00</b>
<i>Florida Electronic Library 2014 - Florida Library Delivery</i>	Tampa Bay Library Consortium	<b>\$125,000.00</b>
<i>Florida Library Youth Program 2014</i>	Division of Library and Information Services	<b>\$266,633.00</b>
<i>Florida Memory Program 2014</i>	Division of Library and Information Services	<b>\$494,850.00</b>
Leadership Recruitment and Development 2014 - Coordination	Division of Library and Information Services	<b>\$161,923.00</b>
Leadership Recruitment and Development 2014 - Florida Library Jobs	Southeast Florida Library Information Network	<b>\$39,925.00</b>
Leadership Recruitment and Development 2014 - Library Directors' Meeting	Tampa Bay Library Consortium	<b>\$49,225.00</b>
Leadership Recruitment and Development 2014 - Sunshine State Library Leadership Institute	Northeast Florida Library Information Network	<b>\$62,100.00</b>
Statewide Continuing Education & Training 2014 - Coordination	Division of Library and Information Services	<b>\$148,719.00</b>
Statewide Continuing Education & Training 2014 - <i>Florida Library Webinars</i>	Tampa Bay Library Consortium	<b>\$274,430.00</b>
Statewide Library Data and Statistics Program 2014	Division of Library and Information Services	<b>\$137,970.00</b>

If you have questions or would like more information about the LSTA program, email [Dorothy Frank](#) or call 850.245.6631.

## Did You Know?



Did you know that Florida has done it again? Florida's public libraries had more visits in 2013 than the seven major theme parks in the state! Library visits totaled 78.5 million, while the seven major theme parks saw 70.4 million visitors. Congratulations to Florida's public libraries. This statistic validates the valuable services and programs our libraries offer.

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

## WebJunction Skillport training resources:



The Division of Library and Information Services has contracted with *WebJunction* to provide access to *Skillport* training resources for Florida library staff. *Skillport* serves as both an online learning portal and an on-the-job support tool to enhance skills. On *Skillport* you'll find 450 online self-paced courses, plus over 4,000 short instructional videos.

To request a *Skillport* account:

1. [Go to webjunction.skillport.com/](http://webjunction.skillport.com/).
2. Use the Register link near the bottom of the page.
3. Complete all fields of the registration form, making sure to select the correct State Library Sponsor.
4. Affirm and submit the form. You will receive an email acknowledging your request.
5. Within two working days, you will be notified whether or not you have been approved.
6. If approved, you can then log in and start learning.

Once you have an account, you can do any of the following:

- **Search and learn:** Perform searches across the full library of courses, job aids and videos.
- **Watch IT and Desktop Videos:** Select and view over 4,000 short, skill-building videos on technical topics, such as: desktop software, Web design, systems administration and Cloud computing.
- **Browse the Catalog:** Find available courses, organized by subject

matter. Add courses to your learning plan or launch them directly from the catalog.

- **Create My Plan:** Create a customized learning plan to address personal development goals. You can quickly return to them under My Plan with a single click.
- **Review My Progress:** Review both completed and in-progress courses. Quickly create print-friendly reports of your learning history and certificates of completion.

Please contact [Amy Johnson](#) or call 850.245.6622 if you have any questions about *WebJunction* or *Skillport*.

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## *Florida Libraries as...*

**Florida Libraries as...** is a statewide campaign to ensure Florida libraries are recognized as fulfilling many vital roles in their communities.

To do so, libraries throughout Florida and the Florida Department of State's Division of Library and Information Services, Bureau of Library Development, will work in partnership to:

- Share information and resources to expand and improve local library services.
- Develop and distribute informational materials about libraries' services to media markets.
- Strengthen organizational and staff capacity to serve the multiple needs of their communities.

The theme for November and December is *Florida Libraries as Community Memory*. Check out all of the offerings in the Coming Events block of this newsletter. In addition follow us on Twitter and Facebook to see more and contribute to the conversation.

For additional information, please contact [Amy L. Johnson](#) at: 850.245.6622.

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## *Florida Libraries as Community Memory:*

Libraries are widely appreciated as stewards of local history and lore, serving as repositories of a community's collective memory. In addition to housing genealogical centers, archives, oral histories and photo collections, library innovators captivate patrons through storytelling, traditional festivities, exhibits celebrating culture and myth, interactive programs and more.



The *Florida Libraries as Community Memory* theme kicks off November 1 and runs through December 31, 2014. It is the first in the *Florida Libraries as...* series by the Florida Department of State, Division of Library and Information Services, Bureau of Library Development. During the two months, we will feature many ways Florida's libraries are preserving, collecting and sharing the memories of their communities. With the help of library staff, we will host webinars, provide online meetings, share through social networking sites and more.

For more about *Florida Libraries as Community Memory*, email [Sandy Newell](#)

or call 850.245.6624.

## *Florida Libraries as Community Memory - Webinars:*

Our series will start up with a program that is effective for reaching seniors and will end with a program on how to build your own local community memory kit.

Underwater ballet at Weeki Wachee Springs

We are kicking off *Florida Libraries as Community Memory* with a free webinar by Kathy Mayo called *Sharing Memories: Using Reminiscence Activities with Senior Groups*. It is scheduled for Wednesday, November 5, at 10:00 a.m. EST.

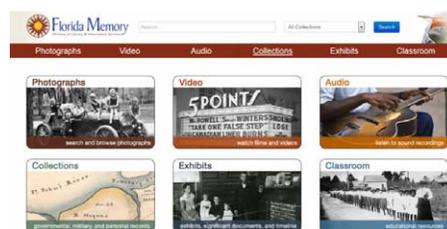


Credit this photo: State Archives of Florida, Florida Memory: <http://floridamemory.com/items/show/269663> (please include photographer's name when noted).

Kathy Mayo is a freelance consultant who volunteers to coordinate the Community Conversations Project for the Lee County Library System following a long career managing library outreach programs. The Community Conversations Project started with funding from a federal Library Services and Technology Act Grant awarded by the Department of State [Division of Library and Information Services](#) in 2010.

### **Creating Your Own Memory Kit: Florida Style**

Our *Florida Libraries as Community Memory* sessions will end with a program on how to build your own memory kit to use with seniors and families. This program is scheduled for Wednesday, December 17, at 10:00 a.m. and is called *Florida Libraries as Community Memory: Creating Your Own Memory Kit: Florida Style*.



This session will feature a statewide kit we are producing based on some of Florida's oldest tourist attractions, like Weeki Wachee Springs, Marineland and Bok Tower.

This kit will be online for you to download to show locally. Bureau staff is building the kit using photos from the award-winning FloridaMemory.com website.

Register [here](#) for these sessions.

## *Florida Libraries as Community Memory - Tweets, Posts and Sharing:*

During November and December 2014, watch for daily posts and tweets on Facebook and Twitter that highlight resources in Florida's 67 counties. You'll learn about best practices at local and

national levels and be able to share your library's activities through comments on Facebook and tweets on Twitter.

Here are examples of a couple of posts you'll see during these months:

*Library staff can encourage grandparents who spend time with their children and grandchildren over the holidays to make use of family time.*

*Libraries can help celebrate the Friday after Thanksgiving as the [National Day of Listening](#) by encouraging families to collect stories as they gather for the holiday.*

*If you want to learn how to provide [StoryCorps @your library](#), download their Do-It-Yourself Instruction Guide. Follow BLD to hear which libraries in Florida have partnered with StoryCorps and to learn more.*

As you start each week, check out our Facebook page for Monday Memories, when we'll send out activities related to local history. Use our activities in your library, and please let us know about it on Facebook - we want to hear from you!

Like us on [Facebook](#) and follow us on [Twitter](#). Use the hash tag #FLaCommunityMem on Twitter to find tweets.



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## *Florida Libraries as Community Memory - Local History and Genealogy Services:*

As part of the theme *Florida Libraries as Community Memory*, the Bureau of Library Development is hosting a series of online conversations on Wednesdays starting November 12. The one-hour sessions will run every Wednesday except November 26 and December 17. These informal sessions will be based on questions and topics suggested by those registered and attending.

Library staff from all types of libraries are invited to come together to share best practices, ask questions and explore innovative services related to local history.

For more information about the series or if you want to be a resource person for the meetings, contact [Sandy Newell](#) or call 850.245.6624.



### **Join Our Conversations:**

Register [here](#) to attend these webinars. The format will be a sharing opportunity for anyone who knows a lot about local history programs and services, and for those who want to learn more.

All webinars begin at 10:00 a.m. EST.

November 12, 2014	Local History and Genealogy Services
November 19, 2014	Providing Community History Programs
December 3, 2014	Oral History Projects
December 10, 2014	Working with Teens and Intergenerational Community Memory Programs

## Florida Libraries as Community Memory - Join Our Conversations:



Come join us during November and December 2014 to explore the many ways Florida's libraries support the preservation and sharing of community memories. We'll talk about programs and services related to both U.S. and local Florida history. Share and network together through our webinars, online conversations, Facebook and

Twitter.

To learn more about **Florida Libraries as Community Memory**, contact [Sandy Newell](#) or call 850.245.6624.



## Florida Library Jobs Website:

The [Florida Library Jobs](#) website is a great resource to post position openings and find quality candidates. If you're hiring or looking for a position, make *Florida Library Jobs* one of your first stops.

If you have comments, questions, or need more information, email [Jill Baldwin Canono](#) or call 850.245.6648.

## 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're doing here at the Bureau. We're 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.



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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.