



# BLDing Success

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

April 2015



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Quick Links:

Welcome to the April 2015 edition of [BLDing Success](#).

We continue to work to fill vacancies in the Bureau. The following positions are currently open:

- Bureau Chief
- Grants Consultant
- E-Government and Outreach Consultant
- Administrative Assistant I

Mark your calendar! The Public Library Directors' Meeting will be October 28 through 29 in Tallahassee. The New Public Library Directors' Orientation will be held on October 27. More information is forthcoming.

As the Florida Libraries as... campaign continues to pick up steam, we invite you to keep checking in on topics we've already covered. We're continually adding new content to the Florida Libraries as... section of our website, and you may find new inspiration in original offerings.

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

Amy L. Johnson  
Bureau of Library Development  
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## Victory Florida

August 15, 2015 marks the 70-year anniversary of V-Day, or Victory Day, which marked the end of World War II in 1945. The Florida Department of State is drawing



attention to this important anniversary during 2015 with the Victory Florida campaign, which honors and celebrates the heroes of World War II while educating Floridians about the important role our state played on the battlefield and the homefront.

Find out more on [Viva Florida's webpage](#).

To receive regular communications about Victory Florida and other initiatives from Viva Florida, please [join the partnership](#).

[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](#)

## Grants Spotlight

There are two upcoming grant deadlines:

**Library Services and Technology Act** Grant applications are due **Wednesday, April 8, 2015**.

Applications must be submitted online through the [Florida Libraries and Grants System](#). The grant guidelines packet is available on our [LSTA grants page](#).

**Public Library Construction** grant applications must be postmarked or received by **Friday, May 1, 2015**. The grant guidelines and application forms are available on our Public Library Construction [grants page](#).

If you have questions, please contact Marian Deeney, Grants Coordinator, at [marian.deeney@dos.myflorida.com](mailto:marian.deeney@dos.myflorida.com) or 850.245.6620.



### Upcoming Events:



[What's New With Your FEL Gale Virtual Reference Library and InfoTrac?](#)

April 6

2:00 p.m. Eastern  
Emily Mageski

[Florida Libraries as Small Business Incubators](#)

April 9

10:00 a.m. Eastern  
John Hagen

[Support National Garden Week With Your Gale FEL Resources!](#)

April 9

11:00 a.m. Eastern  
Emily Mageski

[Florida Libraries as Small Business Incubators Using Gale FEL](#)

## Continuing Education -- LSTA Applications

As you get ready for the LSTA Application Deadline this month, the Bureau would like to remind you that we have several related training sessions available to you on our [YouTube channel](#).

The latest addition focuses on the LSTA Advisory Council's Reviewing Techniques. LSTA Advisory Council member Statia McNeese and former member Laura Spears are guest panelists. Two BLD consultants, Dorothy Frank and Marian Deeney, also share their experience and expertise with the LSTA grant process.

**View the recording of the [LSTA Advisory Council Reviewing Techniques](#) webinar.**

**Check out more LSTA training sessions:**  
[Bureau of Library Development YouTube Channel - Grants](#)

Should you have questions, comments or concerns, contact Patrick Milas, Continuing Education Consultant, at [patrick.milas@dos.myflorida.com](mailto:patrick.milas@dos.myflorida.com) or 850.245.6636.

## Florida Libraries as... Wants to Feature YOU!

[Resources: Part I](#)

April 15

12:00 noon Eastern

Emily Mageski

Chat With Jana: [Keeping Track: Summer Statistics and You](#)

April 22

12:00 noon Eastern

Jana Fine

[Online Public Library Directors' Meeting](#)

April 23

11:00 a.m. Eastern

Sandy Newell

[Florida Libraries as Small Business Incubators Using Gale FEL Resources: Part II](#)

April 23

12:00 noon Eastern

Emily Mageski

We want to know: What's your story? We're looking for libraries to feature on the Florida Libraries as... [section of our website](#), so if your library excels in any of the areas below, we need YOU! This is an especially great opportunity for smaller libraries to get additional exposure. We want to know how your library functions in any of the following roles:

- Workforce Recovery/Social Services Referral
- Learning Center
- Portal for Information
- Small Business Incubator
- Disaster Recovery
- Mental Nourishment
- Emergent Literacy/School Support
- Publisher
- Health Information Provider
- Gallery

To submit your library story for any of these topics or for more information, contact Sandy Newell at [sandy.newell@dos.myflorida.com](mailto:sandy.newell@dos.myflorida.com) or 850.245.6624 or Karen Joslin at [karen.joslin@dos.myflorida.com](mailto:karen.joslin@dos.myflorida.com) or 850.245.6637.

## Sunshine State Library Leadership Institute Featured in *Learning Exchange*

Sunshine State Library Leadership Institute (SSLLI) graduates Nora Galbraith and Eridan Thompson, both of Florida Southern College's Roux Library in Lakeland, are featured in the March 2015 issue of *Learning Exchange*. The Resource Sharing Librarian (Galbraith) and Electronic Resources Librarian (Thompson) share their "aha!" moments about their participation in the program. To learn more about the program from the participant's point of view, you can [read the article excerpt](#).

For more information about the upcoming Institute, visit our [webpage](#) or contact Jill Canono at [jill.canono@dos.myflorida.com](mailto:jill.canono@dos.myflorida.com) or 850-245-6848.

## Marketing Inspiration

If you are looking for more ways to market your library, here are some resources and a national initiative to turn to for inspiration:



Outside the Lines is a week-long celebration that demonstrates the creativity and innovation found in libraries. The dates for [Outside the Lines: Libraries Reintroduced](#) are September 13 - 19, 2015. The purpose of this national campaign is to shift perceptions to demonstrate how the library is more relevant than ever before. Go [here](#) to learn more and to sign up. Resources

to promote Outside the Lines are at the [Press Room](#).

More information about marketing and community relations can be found at [WebJunction](#) -- be sure to watch the recording of [Best Kept Secret: Marketing the Small & Rural Library](#).

The American Library Association's Office of Literacy and Outreach Services has a toolkit to download called [The Small but Powerful Guide to Winning Big Support for Your Rural Library](#). It contains a sample message



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

**Continuing Education,  
Florida Memory,  
Workforce Recovery, or  
Youth Services.**

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Vacant

Support Staff

sheet with talking points you can adapt to make your case.

Want to know more about award winning libraries? Read about the American Library Association's [John Cotton Dana Library Public Relations Award](#) or check out the Florida winners at the [Florida Library Association webpage](#).

For more information on marketing your library or to share what's worked for you, contact Sandy Newell at [sandy.newell@dos.myflorida.com](mailto:sandy.newell@dos.myflorida.com) or 850.245.6624.

## Florida Libraries as Community Memory -- Oral History Resources

Florida's libraries play an important role in collecting, preserving and sharing local history and culture, and a big part of that comes in the form of oral histories. As a continuation of the Florida Libraries as Community Memory topic, we'd like to remind you about some oral history resources you might turn to for ideas and inspiration.

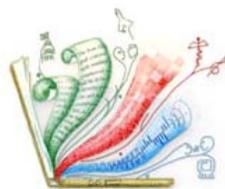


The Bureau provided [six online sessions](#) in November and December 2014 on the topic of Florida Libraries as Community Memory. [One interactive discussion](#) focused on collecting oral histories. Staff from public and college libraries shared about how they are collecting and sharing stories.

[StoryCorps @ your library](#) is designed to help public libraries across the country collect the stories of their communities. In August 2014, [Hillsborough County Public Library Cooperative](#) partnered with StoryCorps @ your library to start their oral history project, *Our Lives, Our Legacies: The Hillsborough Black Experience*.

The Florida Electronic Library has a [directory of oral history collections](#) from across the state. The directory is meant to be comprehensive, so it's a great resource for finding out more about oral history projects in your area and around Florida.

For more information or to share about your library as community memory, contact Sandy Newell at [sandy.newell@dos.myflorida.com](mailto:sandy.newell@dos.myflorida.com) or 850.245.6624.



## Florida Electronic Library

**Did you know?**

Did you know that the Florida Electronic Library is more than databases? The FEL has many types of online and offline resources! The Florida virtual reference service [Ask a Librarian](#), which is administered by the [Tampa Bay Library Consortium](#), is part of the Florida Electronic Library. Last year, Ask a Librarian grew to 134 participating libraries, answered 83,287 virtual reference questions, and provided 37 live training opportunities for Florida libraries staff.



The Florida Electronic Library provides other training opportunities, as well. For instance, we offer several webinars a month about our Gale resources. There are links to April's offerings on the sidebar.

For more information about the FEL, please contact Dorothy Frank at [dorothy.frank@dos.myflorida.com](mailto:dorothy.frank@dos.myflorida.com) or 850.245.6631.

## Florida Libraries as Small Business Incubators



For the month of April, we're talking about Florida Libraries as Small Business Incubators.

Libraries are places within communities where people can explore ideas to initiate and grow their own small businesses.

Innovators have the opportunity to use public library meeting rooms, resources and equipment to brainstorm and refine their ideas with the assistance of others who have expertise and are willing to share their time and talent.

Libraries provide:

- Work spaces
- Free high-speed Internet connections
- Access to low- or no-cost equipment to test and initiate new business ideas

Many libraries offer patrons the ability to use cutting edge technology, such as:

- 3-D printers in fab labs
- Audio and video production facilities
- Photography studios and equipment

As more print resources move online, entrepreneurs can access vital information from the library to start or grow their businesses from any place at any time.

Join us this month for three webinars to build your understanding and capacity on Libraries as Small Business Incubators:

- "Florida Libraries as Small Business Incubators - Partnerships That Work," with President and CEO of the Pasco Economic Development Council John Hagen and Nancy Fredericks of the Pasco County Library System
- "Florida Libraries as Small Business Incubators using Gale FEL Resources, Parts I and II," presented by Gale trainer Emily Mageski

See the sidebar for scheduling information and registration links.

For additional information, please contact Jill Canono at [jill.canono@dos.myflorida.com](mailto:jill.canono@dos.myflorida.com) or 850.245.6648.

## E-Government Update

The Florida Electronic Library provides links to other agencies as well as to online reference information. One

of our links is to the [U.S. Small Business Administration](#). The SBA shares blogs, news, updates to laws, and information about grants and loans for entrepreneurs. They even send out notices and announcements through their email list. The SBA is a great resource for people trying to start a new business or expand their current one.

For more information on e-government in public libraries, contact Dorothy Frank at [dorothy.frank@dos.myflorida.com](mailto:dorothy.frank@dos.myflorida.com) or 850.245.6631.



## 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 month:

- [Oral Histories: Care and Preservation From the Start](#)
- [Utilizing Google Drive](#)
- [Customer Service Institute: Customer Service and Communication](#)
- [The Googlization of Everything](#)
- [Developing Personal Learning Networks/Environments for Staff and Library Users](#)

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.

[Join](#) the Florida Library Webinars email list to receive the latest updates.

If you have questions or need assistance, please contact Patrick Milas at [patrick.milas@dos.myflorida.com](mailto:patrick.milas@dos.myflorida.com) or 850.245.6636.

## Working Better Together

Sandy Newell presented a workshop for 37 library supporters in Boca Raton and Bradenton recently. Friends, board members and library staff explored the roles each group plays. Sandy facilitated sessions which resulted in the participants agreeing on strategies to collaborate to improve library services in their communities.

For more information or to schedule a workshop in your community, contact Sandy Newell at [sandy.newell@dos.myflorida.com](mailto:sandy.newell@dos.myflorida.com) or 850.245.6624.

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## Sunshine State Library Leadership Institute (SSLLI)

### Sunshine State Library Leadership Institute Year 11

Sunshine State Library Leadership Institute Year 11 participants will meet on April 21 (Palm City) and April 23 (Marianna) for their seventh session, "Thinks and Acts Strategically."



### Sunshine State Library Leadership Institute Year 12

We are now accepting applications for SSLLI Year 12. For more information about the upcoming Institute, visit our [webpage](#) or contact Jill Canono at [jill.canono@dos.myflorida.com](mailto:jill.canono@dos.myflorida.com) or 850-245-6848.

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## Florida Libraries as Disaster Response Centers



Just in time for hurricane season, we'll be talking about Florida Libraries as Disaster Response Centers in May.

Florida is one of the states that has been hard hit by storms and other disasters. Libraries across the state have found themselves called upon to respond to disasters by serving their communities in many ways.

Florida Libraries as Disaster Response Centers takes a look at how libraries are serving their communities before, during and after disaster strikes.

Stay tuned for information on programming. For additional information, please contact Dorothy Frank at [dorothy.frank@dos.myflorida.com](mailto:dorothy.frank@dos.myflorida.com) or 850.245.6631.

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## Florida Library Jobs Website

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

If you have comments or questions or need more information, contact Jill Baldwin Canono at [jill.canono@dos.myflorida.com](mailto:jill.canono@dos.myflorida.com) or 850.245.6648.

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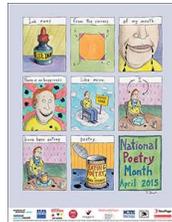
## Florida Library Youth Program Updates

**National Library Week**, a national observance sponsored by the American Library Association (ALA), will be held April 12-18, 2015. Libraries across the country will celebrate the contributions of our nation's libraries and librarians and promote library use and support. The theme



of "Unlimited Possibilities @ Your Library" promotes all of the old and new ideas and activities that are happening in libraries today. What is happening in your library? Share your story with us!

Celebrate [Teen Literature Day](#) on April 16, 2015 by hosting events in your library or through your library's website. The purpose of this celebration is to help make the general public aware that young adult literature is a vibrant, growing genre with much to offer today's teens.



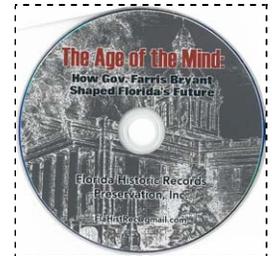
[National Poetry Month](#) is the largest literary celebration in the world, with tens of millions of readers, students, K-12 teachers, librarians, booksellers, literary event curators, publishers, bloggers, and -- of course -- poets marking poetry's important place in our culture and our lives. Tell us how you're celebrating poetry at your library.

For more information on youth programming, contact Jana Fine at [jana.fine@dos.myflorida.com](mailto:jana.fine@dos.myflorida.com) or 850.245.6629.

## DVD on Governor Farris Bryant

Through the generosity of Governor Farris Bryant's daughter Cecelia Bryant, the Division of Library and Information Services has a very small supply of the DVD *The Age of Mind: How Gov. Farris Bryant Shaped Florida's Future*. These DVDs are available on a first-come, first-served basis.

If you are interested in adding this DVD to your library collection or for more information, contact Katrice Stewart at [katrice.stewart@dos.myflorida.com](mailto:katrice.stewart@dos.myflorida.com) or 850.245.6608.



## Council on Library and Information Resources Hosts Digitization Scholarship Competition

"Digitizing Hidden Special Collections and Archives: Enabling New Scholarship Through Increasing Access to Unique Materials" is a national competition administered by the [Council on Library and Information](#).

Through the 2015 competition, CLIR expects to award about \$4 million to institutions holding collections of high scholarly value. Developed through consultation with digital library practitioners and funders, and with input from the broader community, the competition is designed to:

- encourage approaches to digitization that make possible new kinds of scholarship in the digital research environment;
- support the digitization of entire collections (or substantial portions of collections with high research value);
- promote strategic partnerships;
- promote best practices for ensuring the long-term availability and

- discoverability of digital content; and
- ensure that digitized content is made available to the public as easily and completely as possible.

CLIR is [currently accepting proposals for the 2015 cycle](#). Webinars for potential applicants were held on February 4, March 4, and March 18, 2015 and are available as recordings on CLIR's website. For details, please see the program timeline on the For Applicants page.

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## 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 at [melissa.hooke@dos.myflorida.com](mailto:melissa.hooke@dos.myflorida.com) or 850.245.6632 to submit programs, pictures or cool stuff you would like us to share about your library.



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