



President's Message

Strength in Numbers

Ian Campbell



I would like to thank the Nevada Library Association for giving me the opportunity to serve as president and a very special thank you to Felton Thomas for answering all my questions and guiding me to this spot.

Nevada Library Legislative Day 2005 is set for April 19 in Carson City. This day gives us a wonderful opportunity to meet and spend time with our state legislators on their working turf. Forty-five representatives from Nevada

libraries attended this event in 2003. I would like to see us at least double our participation this year. Please talk it up at your respective libraries. I urge all library workers, trustees, and advocates to attend. A strong showing can only help our library measures before the legislature. More information can be found at <http://www.nevadalibraries.org/legislation/legislation.html>

There are approximately 2000 library workers in Nevada. Nevada Library Association has a membership between 300-400. If each of us recruits one new member, we can double our membership. First time dues are still \$25.00. Please give it a try. Membership forms are available at <http://www.nevadalibraries.org/member/membership.html>

Please consider joining NLAlist at <http://www.nevadalibraries.org/nlalist.html> I plan to post NLA information to the list at least once a week. I have been a member of GOVDOC-L from its start and I am a true believer in the value of listservs.

I can always be reached at idcampbe@mail.co.washoe.nv.us or (775) 327-8310.

"If you aren't nervous, you aren't paying attention." Miles Davis



Nevada Legislative Hotline

In its 30th year of service, the Nevada Legislative Hotline will provide you and your patrons with up-to-the minute information on the 2005 Nevada State Legislature. The Nevada Legislative Hotline provides bill status, bill summaries, committee agendas and schedules, contact information, and identification of bills by subject. The Legislative Hotline will explain the legislative process and help you find your way around the legislative website (www.leg.state.nv.us). The Hotline begins February 7 and runs through June 6, 2005.

Call or e-mail us at the following numbers:

- Statewide: 1-800-995-9080 (in-state only; ask for Legislative Hotline)
- Las Vegas: 702-486-2626 (ask for Legislative Hotline)
- Carson City: 775-684-3300
- E-mail: nvhotline@clan.lib.nv.us

The Hotline is made possible through the Library Services and Technology Act grant. Contact Joyce Cox (jmcox@clan.lib.nv.us, 775-684-3303) at the Nevada State Library and Archives for further information.

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Professional Development

LIScareer offers career development resources for new librarians and information professionals, MLS students and those considering a library-related career. The site features practical articles contributed by information professionals, along with links to online and print resources.

These articles were just published on LIScareer (<http://www.liscareer.com/>):

- Allen, Tiffany Eatman. "Crafting a Winning Resume."
- Casburn, Steve. "Prove Yourself: What Public and Academic Librarians Can Learn from Special Librarians."
- Long, Dallas. "See the World - Be a Librarian!"
- McNew, Christina Bennett. "Work Outside the Box."

You can find all articles at
<http://www.liscareer.com/articlesbydate.htm>.

Interested in writing for LIScareer? See the Article Submission Guidelines at
<http://www.liscareer.com/write.htm>.

Upcoming Events

2005

March:

March 11: "Reference Tools for the Information Age" – Soaring to Excellence Teleconference

March 15-16: Intermediate Book Repair (2 day) - Nevada State Library and Archives

April:

April 5-7: Oasis 2005 – Nevada State Library and Archives

<http://dmla.clan.lib.nv.us/oasis/default.htm>

April 12-13: Advanced Book Repair (2 day) - Nevada State Library and Archives

April 19: Library Day at the Legislature. Carson City, NV

August:

August 8-12: Nevada Leadership Institute. Reno, NV

October:

October 19-22: NLA 2005 Conference – Harrah’s Casino Hotel, Reno

November:

Nov. 5-8 Jackson Hole, Wyoming - Joint Conference with WLA



Nevada librarians attend MPLA Leadership Institute:

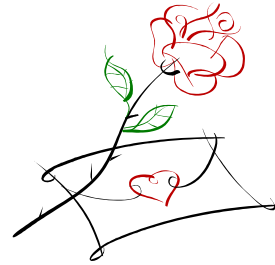
By Cory Tucker – UNLV &
Bryan Fearn – Henderson District Public Libraries

In our profession we constantly read, hear, and are advised about the importance of leadership. We recognize that our profession is constantly changing and evolving and that leadership skills have become a valuable commodity. We also recognize that leadership is something that can be learned with time and practice and is not something somebody is born with. Thanks to MPLA, Cory Tucker and myself were able to attend the Third Annual Leadership Institute at Ghost Ranch, November 30th – December 5th. Thirty candidates from 12 states attended the six-day Leadership Institute along with five library professionals who served as mentors. Maureen Sullivan, a recognized Organizational Development Consultant and author, was the Institute Facilitator.

We both agree that the ideas and opportunities presented over the week provided valuable tools for our professional growth. We learned helpful strategies on how to manage from the middle, communicate effectively, develop teams, manage differences, take appropriate risks, and how to use influence successfully. In addition, the Institute was able to provide two guest speakers, Rick Luce, Director of Los Alamos National Laboratories Libraries and Richard Akeroyd, New Mexico State Librarian. Both men shared their vision of leadership as well as successes and mistakes that they had made throughout their careers. We both agree that there insight into leadership and there own personal experiences allowed us to see strategies presented in the classroom linked to real life situations. The facilitator and mentors also did an excellent job of translating the theories presented into actual practice by allowing us to explore our own work and life situations. We both felt that having the chance to share with colleagues and solicit input from mentors was important to the learning process.

During the week we all learned a great deal about leadership and ourselves. We were able to develop professional friendships and realized that no matter what type of library we worked in, all of us were facing many of the same issues and problems. Now with a better understanding of leadership we are ready to start tackling some of these issues more effectively. We encourage anybody interested in lifelong learning, and both professional and personal growth to attend the Institute next year. It will be well worth your time.

Romance Writers of America



Each year the Romance Writers of America sponsors a special day of training for librarians. Speakers talk about the romance genre and romance readers' advisory work. This year's Librarians' Day Program will be held in Reno, NV on Wednesday July 27th at the Hilton Hotel, as part of RWA's 25th anniversary conference.

Speakers for this year's program include Nora Roberts and Susan Elizabeth Phillips telling librarians about "Women Who Win," Suzanne Brockmann talking about "The Military Romance," Jennifer Greene discussing "The Appeal of Category Romance," a panel of publishers from Warner Books, St. Martin's Press, and Tor all talking about "What's New in Romance," Linda Howard offering a scintillating luncheon speech, Jayne Ann Krentz asking "Are We There Yet? Mainstreaming the Romance," librarians Joanne Hamilton-Selway and John Charles offering a quick course in "Romance Readers' Advisory 101," and Maggie Osborne closing with "My Magic Ticket."

Those attending Librarians' Day are also invited to RWA's Literacy Autographing, which will be held the same day from 5:30 to 8:00 pm at the Hilton. More than 300 romance authors will be autographing copies of their latest books. All proceeds from books sold at the autographing go to support literacy programs.

The cost of the program is \$25.00 per person, which includes lunch and a wonderful bag of assorted goodies! Registration will be limited to 130 people. Registration begins on February 1st. More information on how to register can be found on the RWA website at www.rwanational.org under the special section for librarians!



NATION'S FIRST EXECUTIVE MLIS AT SAN JOSE STATE UNIVERSITY

San Jose, California. February 3, 2005.—San Jose State University announces the nation's first Executive MLIS program.

Designed specifically for experienced managers and supervisors looking for increased responsibilities and leadership opportunities in libraries, with only the ALA-accredited Master of Library and Information Science degree standing in their way, the San Jose Executive MLIS combines the core values and competencies of librarianship in a management and leadership context.

The Executive MLIS program will bring together a national cohort of 25 current leaders, managers, supervisors and directors without the MLIS degree for the first residency in San Jose in August, followed by distance courses, annual short residencies and professional projects. No one need leave their job. No one need relocate. No one need begin right at the beginning.

This program is designed specifically for experienced managers. Few electives are provided other than one environment (type of library) course. Core competencies are coupled with graduate education in leadership, human resources, finance, marketing, effective communication and program evaluation.

The first residency will be co-taught by Drs. Ken Haycock and Brooke Sheldon. Application deadline for 2005 is March 31. (International students: March 3, 2005).

For further information check our Web site at <http://slisweb.sjsu.edu/classes/exec.htm> or contact Dr. Ken Haycock program coordinator, at 604.925.0266 or khaycock@slis.sjsu.edu.

It is anticipated that cohorts will begin in different cities across the continent over the next five years.

Contact:
Blanche Woolls, Director
408-924-2491
bwoolls@slis.sjsu.edu

National Library Workers Day

<http://www.ala-apa.org/about/nlwd.html>

Americans love our libraries, and we show our appreciation by visiting libraries almost 1.2 billion times each year. In fact, a recent national poll by Marist College Institute for Public Opinion found that 94 percent of Americans rate libraries very valuable or valuable, and 63 percent would support increased taxes for public library services.

The library is correctly perceived as a beneficial and benevolent pillar of the community. Libraries are unique in providing educational, recreational, and useful materials to everyone for free. In these challenging economic times, libraries are being used more than ever for job searches, computer classes and other resources. At the same time, however, funding cuts threaten service hours, book budgets and staffing levels. Consequently, library workers are doing more with less while trying to meet the diverse needs of our communities.

On Tuesday, April 12, 2005, during National Library Week, schools, campuses and communities across the country will celebrate the valuable contribution of our librarians and library support staff on the second annual National Library Workers Day. Libraries are part of the American dream – places for opportunity, education and lifelong learning – but that dream would not exist if not for the people staffing our libraries.

Library workers select or create and then organize and maintain everything available in our library. From a book for research or leisure reading, to a laptop that can be checked out, to a display of an AIDS quilt for Gay Pride month, a skilled and dedicated human is responsible for its presence in the library. Library workers — catalogers, circulation clerks, pages, reference librarians, security guards, student assistants, systems engineers, Web designers and youth librarians, to name just a few — provide access to the past while preserving the present.

I encourage everyone to take a moment Tuesday, April 12, to thank our library workers for the services they provide and to remind our communities that libraries provide vital services, programs and collections each and every day.
Libraries work, because library workers do!

NLA – What’s its Future?

Under the direction of Past President Felton Thomas, NLA engaged the services of Maria Champlin to guide us through a strategic planning process. We spent the last nine months asking questions about what NLA means to the people who work in libraries and how can we ensure that NLA will continue to be a vital part of the library community in Nevada.

We distributed over 500 surveys to library staff across the state. We received 99 completed surveys from staff who work in academic, public, school and special libraries. A focus group was held at the Clark County Library and another was conducted at NLA in August. During these sessions we identified the strengths and weakness of NLA. We discussed opportunities to improve NLA and threats that represent obstacles to overcome.

Based upon the results of the survey and the focus groups the NLA Board identified four themes that will be addressed in the Strategic Plan. These themes are:

- Membership – The organization is only as strong as its members. The Board agreed that there is a need to recruit new members, retain current members and engage all members in the organization by educating them on the various activities and benefits of joining NLA.
- Organizational Structure – The Board discussed suggestions to strengthen the organization and its sub-groups. There was much discussion on how to retain corporate memory and the possibility of having some paid positions to carry on the work of the organization.
- Marketing & Awareness – Communication both internally to members and externally to legislators and the public-at-large needs improvement. Without duplicating information that is available at the national level, NLA should play a role in communicating, lobbying and raising awareness about library issues in Nevada.
- Partnerships & Collaboration – To grow strong NLA needs to embrace library staff and supporters from all types of libraries. NLA must eliminate the perception that it is a public library organization. Last year’s conference shows that if we invite school librarians to help plan events they will participate. More efforts like this are needed to address the needs of special, academic and school libraries. Similar efforts need to go into reaching out to create collaborations with organizations that have similar missions.

Teams were assigned to develop the goals and objectives for the first three target areas. It was agreed that Partnerships and Collaboration was important but would be addressed at a later date. The teams have drafted goals and objectives that will be presented in a DRAFT Strategic Plan at the Board’s January meeting. Out of this plan will come an action plan. Responsibility for carrying out these activities will be assigned to Board Members and task forces.

This is an exciting time for every person in the Nevada library community to get involved and help make NLA the best state organization it can be! If you have been considering joining now is the time to step forward. Your ideas and energy are needed to help make this plan a reality. Whether you participate for professional growth, to network with colleagues or to learn more about Nevada libraries I guarantee you will receive rewards beyond your expectations.

I’ve enjoyed working with everyone on developing this DRAFT plan. It has given me a wonderful opportunity to meet colleagues from across the State. I want to especially thank Ian Campbell, Holly Van Valkenburgh and Felton Thomas for serving on the Planning Committee. And special thanks to Maria Champlin for helping us look into the future and see all the opportunities that await NLA. I wish the best to everyone in Nevada and I encourage you to embrace the challenge of implementing this strategic plan.

Nancy Ledeboer
Planning Committee Chair

Treasurer's Report for 2004 *Ken Bierman, NLA Treasurer, 2003-2004*

My heart is heavy as I write what will be my final Treasurer's Report to my NLA friends and colleagues. I have enjoyed being your Treasurer (I love money) for the last two years and, with great sadness, I have transferred all of the Treasurer's paraphernalia to your new Treasurer, Joanne Ross. Following is a brief summary of how your association did, financially speaking, in 2004. The official Finance Chair and Treasurer's Report for 2004 is available on the NLA website <http://www.nevadalibraries.org>.

A total of nearly \$123,000 was received by your Association in 2004. The Annual Conference was the big money-maker. Total conference income was \$87,800 and conference expenses totaled \$55,850 (including the \$2,000 deposit paid to the conference hotel in 2003) leaving a positive cash flow of \$31,950. Next time you see Joan Vaughan, Conference Chair, thank her for the excellent job she did in providing a quality conference with a very positive cash flow. Following is a breakdown of all revenues to NLA in 2004:

\$ 43,800.00	Conference Exhibit Booth Registrations
\$ 22,246.25	Scholarship Grants from State Library
\$ 21,508.77	Conference/Pre-conference Personal Registrations
\$ 13,338.90	Conference Donations/Grants
\$ 11,435.00	Personal Membership Dues
\$ 8,600.00	Conference Meal Functions
\$ 672.00	Kendall Memorial Fund
\$ 615.62	Earned Interest (US Bank Money Market Account)
\$ 513.00	Conference Sales (Books & T-shirts)
\$ 175.00	NEVADA LIBRARIES Subscriptions
\$ 40.00	Conference Program Ads
\$122,944.54	TOTAL

Operating expenses (\$37,400) were considerably less than budgeted (\$65,700). This was due to a variety of factors including not paying out as much in scholarships as budgeted (the recipients have two years to collect their money so this money will be paid in 2005), not needing to pay a deposit for the 2005 Conference hotel, and not needing to pay the lobbyist (this payment will be paid in 2005).

At the end of 2004 your Association is in a good financial position. At the end of the year the total cash available to the Association was \$94,385.88 of which \$50,000 is considered a "reserve fund" which cannot be touched without authorization of the Board and \$19,500 is encumbered for scholarships that have been awarded but not yet paid, leaving \$24,885 available to be budgeted in 2005, as needed.

President Bush's 2006 Budget Boosts Library Funding

Despite a plan to cut non-defense and non-homeland security spending by nearly 1%, President Bush's proposed 2006 budget, released February 7, increases funding for library programs at the Institute of Museum and Library Services to \$221.3 million—an increase of more than \$15 million over FY 2005. That total includes \$170.5 million for state grants, an increase of \$9.8 million; \$14 million for the National Leadership Grants for Libraries; \$26 million for the Librarians for the 21st Century recruitment program; and \$3.7 million for the Native American Library Services program.

"Given the current political environment—large deficits, limited resources, and many competing interests—libraries are thankful to see an increase in funding," said ALA Washington Office Executive Director Emily Sheketoff. "This budget underscores the Bush Administration's continued solid support for libraries and museums in the United States," said IMLS Director Robert Martin, noting the strong backing for the Librarians for the 21st Century program.

Sheketoff also praised the \$19.7 million requested for Improving Literacy Through School Libraries program, which was the same level proposed for FY 2005 and slightly below that of 2004. "The funding for this program will help school libraries purchase desperately needed books, fund new technology, and encourage professional development," Sheketoff said. "These activities are essential, especially at a time when libraries across the country are being called upon to deliver more crucial services to their communities."

ALA Annual Diversity Research Grant Program

Continuing the American Library Association's commitment to diversity, the ALA Office for Diversity began sponsorship of a Diversity Research Grant program in 2002 to address critical gaps in the knowledge of diversity issues within library and information science. The Diversity Research Grant consists of a one-time \$2000 annual award for original research and a \$500 travel grant to attend and present at ALA Annual Conference. Three grants are awarded each year. Please review the information below on grant criterion.

2005 Diversity Research Grant Call for Proposals

The American Library Association's Office for Diversity is pleased to announce its 2005-2006 Diversity Research Grants Call for Proposals. Grant proposals should address one of the following three topics:

- Accessibility and Universal Design in Library Services and Resources
- Diversity and Emerging Literacies in the 21st Century
- Affects of Diversity Policy Implementation on Institutional Diversity

The deadline for submitting proposals is April 15, 2005.

Description of Awards

The Diversity Research Grant consists of a one-time \$2000 annual award for original research and a \$500 travel grant to attend and present at ALA Annual Conference. One proposal will be chosen from within each of the year's topics for a total of three awards. Grant recipients will be expected to compile the results of their research into a paper and will be asked to present and publish the final product in conjunction with the American Library Association.

Submission Guidelines

Persons submitting a proposal must be a current member of the American Library Association. If you are not presently a member of ALA but wish to submit a proposal please visit the Membership Website <http://www.ala.org/ala/ourassociation/membership/membership.htm> for more information on the benefits of joining ALA. You will be required to supply your membership ID number with your proposal. Only proposals demonstrating relevance to the year's designated research topics will be fully considered. For details on the application process, go to <http://www.ala.org/ala/diversity/divresearchgrants/diversityresearch.htm>

Electronic submissions are preferred and should be submitted in a Word document attachment, email electronic submissions to diversity@ala.org.

National Center for Education Statistics study confirms library use increases test scores

CHICAGO - The U.S. National Center for Education Statistics (NCES) recently released some of the findings from a longitudinal study of 10th graders. In its report "School Library Media Centers: Selected results from the Education Longitudinal Study of 2002 (ELS:2002)," NCES provides an overview of the current state of school library media centers that serve U.S. 10th-graders. NCES studied a sample of 15,525 10th graders in 752 schools in the United States. A study of 12th graders currently is underway.

Reported findings show 76 percent of U.S. school libraries had state-certified librarians on staff in 2003, 96 percent reported Internet access in the library, 88 percent had reference databases, 56 percent had academic subject databases and 80 percent of students reported school library reference materials to be useful or very useful.

Additional findings include:

- Students in the lowest quartile of composite test scores make less focused use of library resources.
- Students in the middle and highest three quartiles of composite test scores reported higher use of library resources for assignments, in-school projects and research papers.
- Seventy-nine percent of students reported library staff to be helpful or very helpful with finding research resources.
- Schools with fewer than 400 students were less likely to have state-certified librarians on staff. Catholic and other private schools were less likely than public schools to have state-certified librarians on staff. The Western United States, as a region, had the fewest state-certified librarians on staff.
- Sixty-two percent of school libraries had career and college databases.
- Racial and ethnic differences in school library use also were apparent.

The full report is available online at <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2005302>.



NEVADA LIBRARY ASSOCIATION

*Annual Conference
October 19-22, 2005*

Conference Committee

Conference Co-Chair - 2005

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Conference Co-Chair - 2005

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NLA President 2005

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Technology Committee

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2005 Application Now Available...

JAMES S. MCPHEE MEMORIAL SCHOLARSHIPS FOR LIBRARY SCIENCE EDUCATION and NLA-IMLS SCHOLARSHIPS

The James S. McPhee Memorial Scholarship fund was created to provide financial support for members in good standing of the Nevada Library Association who are seeking educational opportunities in library science. Two types of scholarship awards are available: the first grants up to \$5000 in support of graduate course work in an American Library Association accredited library science program; the second grants up to \$1000 in support of graduate course work leading to certification as a school librarian, or undergraduate or graduate course work, as appropriate, for an individual seeking rural public librarian certification in the state of Nevada. In both cases, course work may be taken via on-site or distance education programs.

NLA-IMLS: In 2005, five scholarships for up to \$5500 each will be awarded to Nevada residents admitted to ALA-accredited graduate programs. These awards are sponsored by the Institute for Museum and Library Services, in partnership with the Nevada State Library and Archives; the Las Vegas-Clark County Library District; the University of Nevada, Las Vegas Libraries; and the University of North Texas School of Library and Information Sciences.

ELIGIBILITY REQUIREMENTS

Applicants must:

- be a member in good standing of the Nevada Library Association;
- be eligible for admission to the University of Nevada, Las Vegas, University of Nevada, Reno, or an American Library Association accredited graduate library science program;
- have a complete application file as of May 15, 2005

For the application form and information on exciting scholarship matching opportunities, head to:

<http://www.nevadalibraries.org/organization/committees/scholarships.html>

Questions or interest in serving on the NLA Scholarship Committee?

Contact Jen Fabbi at 702-895-3884 or jfabbi@cmail.nevada.edu

NEVADA CONTINUING EDUCATION OPPORTUNITIES

What is happening in the Continuing Education world in Nevada?
Are you searching for the next College of DuPage Teleconferences?
When is the Nevada Reading Week Workshop?
When and where are trainings on the Nevada Virtual Reference?
When is "Searching WorldCat for Cataloging"?

This and many other questions are answered on the NEW website

<http://dmla.clan.lib.nv.us/docs/nsia/lpd/calendar.htm>

Check it Out!

2005 Nevada Library Leadership Institute August 8 to 12, 2005 Reno, Nevada



Nevada State Library & Archives Sponsors Sixth Library Institute

Are YOU a Nevada Library Leader? Here is the opportunity for you to learn the leadership roles, skill levels in those roles and specific competencies necessary to support each role in today's changing workplace:

- + Understanding self and others, communicating effectively, including use of active/reflective listening, developing subordinates.
- + Managing time and stress, personal productivity, balancing the productivity needs of the individual leader and the organization, managing your boss.
- + Responsibilities of leadership, administration and management.
- + Visioning, planning, goal setting, designing and organizing, strategic planning.
- + Building functioning teams, using participative decision making, role and responsibilities of a facilitator manager.
- + Managing conflict in groups and teams, role of conflict in a leader's life and how to manage it.
- + Designing and scheduling work, effective project management, methods of working across organizational boundaries, project related performance reviews.
- + Delegation, motivation, productivity, planning and goal-setting.
- + Performance management and reviews, hiring and firing.
- + Negotiating ideas effectively, understanding the external environment, key stakeholders, power and the nature of power, organizational politics.

What can YOU anticipate as a result of participating in the Institute?

- + Self-assessment.
- + Individual profile of proficiency in the identified leadership competencies.
- + Action plan.
- + Ability to identify and work with differing competencies and strengths of others.



Presenters will be Melanie Minarik, Michael Havercamp and Yvonne Stedham, faculty from the University of Nevada, Reno.



Training will be conducted in UNR Extended Study facilities and all participants will stay at the University Inn. Transportation will be furnished by the University Inn from the Reno airport to the Institute site.

What is YOUR commitment? Travel to the site and participation from Monday dinner through Friday lunch will be required of all participants, 28 current Nevada library staff or trustees. The application is available in the Institute brochure and online at <http://dmla.clan.lib.nv.us/docs/nsla/lpd/sli>, click on 2005 Institute.

Contact Holly Van Valkenburgh hvanvalk@clan.lib.nv.us for further information and to submit application. Sponsored by NSLA with Library Services & Technology Act funds.

How you can promote new ABC Public Service Announcements for America's Libraries?

ABC Television Network has continued its relationship with ALA's Campaign for America's Libraries by producing new Public Service Announcements (PSAs) featuring ABC stars talking about the importance of reading together and libraries. The spots are part of the network's "A Better Community" public service initiative.

The PSAs featuring five primetime stars will be sent to the network's 193 nationwide affiliates. You and your library can play an important role in ensuring that local ABC stations air the PSAs. Here's how.

- **Visit** <http://abc.go.com/site/localstations.html>
Identify your local ABC station. Call the station to find out the name and telephone number of the Public Affairs/Community Relations Manager or Public Service Director.
- **Call the Public Affairs/Community Relations Manager/Public Service Director at your local ABC station.**
Identify yourself as a representative from the local library community. Convey how excited the library community is about ABC's decision to produce these new PSAs about reading and libraries as part of the "A Better Community" series. Urge the Public Affairs/Community Relations Manager/Public Service Director to air the PSAs.
- **Talk with colleagues...**
...including trustees, members of your Friends group and business leaders - from your local community to see if anyone has any relationships with management officials at your local ABC station. If so, ask that person to place a call to the station on behalf of the local library community to encourage the airing of the new PSAs about libraries.
- **Offer to work with the station on events, live broadcasts and joint community relations initiatives.**
(For example, newscasters from the local station could participate in children's summer reading programs or a local affiliate may be interested in showcasing "what's new @ your library" during National Library Week in April.)
- **Follow-up with a note thanking your contact for his or her support of libraries.**
Extend an invitation to tour your library. Invite other station representatives to visit as well. Include information on upcoming events, special services and how your library serves children, the local community, etc. Include the television station on your library's mailing list to ensure that producers have the latest newsletter updates on what is happening @ your library.

This is a very exciting media partnership for The Campaign for America's Libraries. We appreciate you taking the time to help ensure that these new PSAs about libraries are broadcast on ABC stations across the country.

Please let the ALA Public Information Office if your local stations run the spots by sending email to: atyourlibrary@ala.org



Marketing YOUR Library



Have YOU had a successful Marketing Project at YOUR Library?
Would you be willing to share it with other Nevada library personnel?
Please plan to SHARE at the Nevada Library Association Conference in Reno
Pre-Conference Wednesday, October 19, 2005 for
Academic, Public and Special Libraries
Post-Conference Saturday, October 22 for School Libraries
Please contact Holly Van Valkenburgh, Pre-Conference Chair
hvanvalk@clan.lib.nv.us 775-684-3322 or 800-922-2880

Library Day at the Legislature

Tuesday, April 19, 2005

Carson City, Nevada

Nevada Library Legislative Day 2005 is set for April 19 in Carson City.

This day gives us a wonderful opportunity to meet and spend time with our state legislators on their working turf. Forty-five representatives from Nevada libraries attended this event in 2003. I would like to see us at least double our participation this year. Please talk it up at your respective libraries. I urge all library workers, trustees, and advocates to attend. A strong showing can only help our library measures before the legislature.

More information about Nevada legislation issues can be found at
<http://www.nevadalibraries.org/legislation/legislation.html>

Ian Campbell
2005 NLA President
idcampbe@mail.co.washoe.nv.us

NLA Lobbying Plan

WHY LOBBY?

- To increase library funding
- To create goodwill with decision makers.
- To ensure an "ear" for a problem when necessary.

1. Define Goals and Objectives

Identify desired outcomes

2. Identify barriers, strengths, and relationships to cultivate

3. Coordinate activities among agencies/organizations

4. Develop a communications system

Define key message. Summarize key points in clear, concise terms. Identify key people and committees. Deliver your message to them repeatedly.

5. Build coalitions

Identify groups of potential supporters. Implement outreach programs.

6. Develop a timetable with tasks and assignments

Educate advocates and decision makers. Support "Library Day at the Legislature." Contact your legislator and arrange to meet. Socialize with key decision makers. Track relevant legislation and activities. Participate in hearings.

7. Document and evaluate results

Localize data to show impact. Write to your legislators to thank them for their time and support.



JOIN US WITH SHARON M. DRAPER

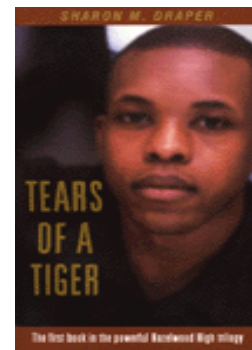
Sponsored by Henderson Public Library and
Clark County School District Librarians
Funded through LSTA.

Award-winning author and 1997 National Teacher of the Year, Sharon M. Draper will be speaking at local schools. All public and academic librarians are invited to join us for any of the presentations:

- MARCH 7** Sierra Vista High School—7:20-9:50 AM (two presentations)
Sawyer Middle School—12:27-2:12 PM (two presentations)
- MARCH 8** Mojave High School—all day, beginning 7:15AM
CCSLA Meeting held at Professional Growth & Development
offices (Pecos-McLeod and Flamingo) 4:00 PM
- MARCH 9** Green Valley High School—7:30 AM-10: 45 AM (2 presentations)
Bob Miller Middle School— 12:27 PM -2:12 PM (2 presentations)
- MARCH 10** Cashman Middle School —7:30 AM - 10:00 AM (2 presentations)
Book Signing @ Borders in Henderson —3:30 PM – 5:00 PM

Ms. Draper’s works include:

- The Battle of Jericho** (Simon and Schuster, 2003) (YA)
- Double Dutch** (Simon and Schuster, 2002) (MS)
- Darkness Before Dawn** (Simon and Schuster, 2001) (YA)
- Not Quite Burned Out But Crispy Around the Edges** (Heinemann, 2001) (Professional)
- Romiette and Julio** (Simon and Schuster, 1999) (YA)
- Teaching from the Heart** (Heinemann, 1999) (Professional)
- Ziggy and the Black Dinosaurs: Shadows of Caesar's Creak** (Just Us, 1997) (ES)
- Forged by Fire** (Simon and Schuster, 1997) (YA)
- Ziggy and the Black Dinosaurs: Lost in the Tunnel of Time** (Just Us, 1995) (ES)
- Tears of a Tiger** (Simon and Schuster, 1994) (YA)
- Ziggy and the Black Dinosaurs** (Just Us Books, 1994) (ES)
- Let the Circle Be Unbroken--** Children’s Poetry
- Buttered Bones**—Adult poetry



**"Many Voices, One Nation @ your library"
initiative celebrates diversity in literature**
*Libraries invited to host event during
National Library Week*

ALA President Carol Brey-Casiano today announced a new national program that celebrates the diversity in the literature of our country and the unifying role that libraries play in building a literate nation. Called "Many Voices, One Nation @ your library®," the program is part of Brey's presidential initiatives for 2005.

As part of the initiative, ALA Chapters have been invited to contribute two annotated book selections to a *Many Voices, One Nation Booklist*. The titles should represent the uniqueness, diversity, and/or heritage of their state or region. One title will be for children or young adults and the second will be for adult readers. The books may be fiction or nonfiction, and there is no restriction on publication date. The resulting list will showcase the diverse voices that exist in our nation and its literature. The booklist will be continually updated at www.ala.org/manyvoices. "This program provides a unique opportunity for libraries to stand up and speak out for the richness of our nation's literature and the diverse voices it represents," said Brey-Casiano. "I hope that libraries across the country will join me in this celebration of reading."

On Monday, April 11, 2005, during National Library Week, libraries are urged to host a *Many Voices, One Nation, One Night @ your library* program that showcases the community's literary heritage and serves as a celebration of reading. Libraries are encouraged to invite local authors, dignitaries and residents to participate in a "read-aloud" portion that feature selections from the *Many Voices, One Nation* booklist or other books that represent the community, state or region. Libraries also might want to invite diverse groups to read and present on a relevant topic and should consider collaborating with other libraries in their area to create a community-wide presence. Materials are available to help libraries in their planning. They include a tip sheet, downloadable logo, sample press release and sample radio PSAs to announce the *Many Voices, One Nation, One Night* event locally. The logo and press materials are available in both English and Spanish. All are posted at www.ala.org/manyvoices and on [The Campaign for America's Libraries Web site](#). Click on the *Many Voices, One Nation* icon.

To let ALA know how your library is participating in the *Many Voices, One Nation* initiative, please send an email to Giovanni Rivas in the ALA Governance Office at: grivas@ala.org.

**Institute of Museum & Library Services
Awards \$160 Million to State Libraries**
*Funding To Improve Technology and Provide Service
to America's Neediest*

WASHINGTON, DC - Dr. Robert S. Martin, director of the federal Institute of Museum and Library Services, announced over \$160 million in grants to state library agencies. "This is the premier federal grant program for the nation's libraries," explained Director Martin. "It plays an important role in building the capacity of libraries to help communities address their changing educational, economic, and social needs."

The grants are awarded under the Library Services and Technology Act and are made to each state according to a population-based formula; the state's library administrative agency administers the funds. States provide at least \$1 for every \$2 of federal support.

Technology investment continues to be a priority for libraries across the nation. In addition to offering vital community access to the Internet, libraries use funding to pool resources for database subscriptions, for technology upgrades, and even for Web-based virtual reference services.

State library agencies report that they use the federal funds to expand resources and programs for underserved groups. They develop literacy initiatives, host bilingual story times, and focus on collection development. For homebound seniors, they offer books-by-mail and bookmobile services.

The grants fund educational initiatives for students of all ages. Public, university, and special libraries form partnerships with schools and school libraries to offer unique programs for schoolchildren. They deliver books and services to students in after school programs, and they offer on-site homework centers. Libraries use the funding to help adults with special learning needs. And they encourage writing and lifelong reading to the general public through poetry writing contests and book promotion.

The Institute of Museum and Library Services is an independent Federal grant-making agency dedicated to creating and sustaining a nation of learners by helping libraries and museums serve their communities. The Institute fosters leadership, innovation, and a lifetime of learning by supporting the nation's 15,000 museums and 122,000 libraries. The Institute also encourages partnerships to expand the educational benefit of libraries and museums. To learn more about the Institute, please go to: <http://www.ims.gov>.

2005 Membership

JANUARY 1 THROUGH DECEMBER 31, 2005

For membership questions or comments, please contact:
Joyce M. Cox – Membership Chair
Phone: 775-684-3303 Fax: 775-684-3330 E: jmcox@clan.lib.nv.us

Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Home Phone Number: _____ - _____ - _____ Work Phone Number: _____ - _____ - _____

Institution _____ Mailing Address _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Work _____ or Home _____

Preferred MAILING ADDRESS Home _____ Work _____

Do you prefer to have “Nevada Libraries” and other announcements sent:
E-mail _____ or snail mail _____?

Membership Status: New _____ Renew _____ Institutional _____ Life _____

****Membership dues are based on a twelve-month period, January 1st through December 31st.**

Membership entitles you to join ONE District, ONE Section, and ONE Interest Group. Please add \$5.00 to your dues for each additional section or interest group you choose.

DISTRICT: Northeast _____ Northwest _____ Southern _____

SECTIONS:

- _____ NCRL (Nevada College & Research Libraries)
- _____ NSCLS (Nevada School & Children’s Librarians)
- _____ PLATO (Public Libraries & Trustees Organization)

INTEREST GROUPS:

- _____ ACTION (All Classifications Teamed in One Network)
- _____ CAPTAIN (Collections, Automation, Preservation, Technical Services & Acquisitions in Nevada)
- _____ GODIG (Government Documents Interest Group)
- _____ INDEXING (Nevada Newspapers)
- _____ LIBRARY INSTRUCTION
- _____ NNAG (Nevada Networking & Automation Group)
- _____ NYRA (Nevada Young Readers Award)
- _____ RAISON (Reference & Information Searchers in Nevada)
- _____ REAL **NEW!** (Retired Employees All Libraries)

Do you give NLA permission to release your address to vendors? YES _____ NO _____

DUES:

- _____ First year members ONLY (\$25.00)
- _____ Friends, Retirees, Students, Trustees (\$20)
- _____ Salary Under \$20,000 (\$25)
- _____ Salary \$20,001-\$30,000 (\$35)
- _____ Salary \$30,001-\$40,000(\$45)
- _____ Salary \$40,001 and up (\$55)
- _____ Institutional Member (\$50)

Make Check Payable to: **NEVADA LIBRARY ASSOCIATION**

Mail To: **Joanne Ross**
8224 Spanish Meadows Ave.
Las Vegas, NV 89131

702.233.8576 (home)
702.507.3827 (work)
702.507.3838 (fax)



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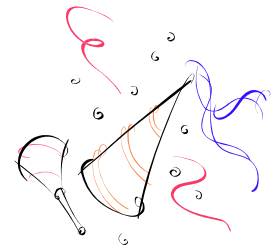
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Henderson Public Library
Grand Opening of new Lydia Malcolm Library
February 28, 2005