

# Nevada Libraries



NEVADA  
LIBRARY  
ASSOCIATION

Turning Passion into Action

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## President's Message

Carol E Lloyd

*"The achievements of an organization are the results of the combined effort of each individual." Vince Lombardi*

Give yourself a hand. Go on. Give it up for each and every member of NLA! The successful year we had is a direct result of member participation in a multitude of ways. My heartfelt thanks to the members of the board and the conference committee for all the hard work resulting in a well-attended Legislature Day, and a successful Snapshot Day. The annual conference in Fallon was a hit with attendees and vendors. And NLA has an updated look. All in all, it's been a productive year.

Thank you. It has been a pleasure to serve as President.

Happy Holidays!  
Carol Lloyd

## A New Look...and a new passion!

As libraries and services change, our organization is changing as well. Part of the change is visible in our new logo—a colorful new graphic that reaches outward—and our new tagline, "Turning Passion into Action."

Join NLA as we move our organization, our profession, and our services forward.

## Continuing Ed...

### Nevada State Library and Archives

NSLA provides access to continuing education, including webinars, on a variety of topics. Check out the webpage often, as new information is added and the calendar gets updated regularly, under Development Services at: <http://nsla.nevadaculture.org/> or on the event calendar at <http://206.194.194.122/evanced/lpd/eventcalendar.asp>

### WebJunction

WebJunction provides monthly webinars on a variety of topics. Webinars will be archived for several months following an event.

<http://www.webjunction.org/events/webjunction.html>

### PLA/ALA

Online courses, webinars, workbooks, forums and more available (for members) at

<http://www.ala.org/onlinelearning/> or <http://www.ala.org/pla/onlinelearning>



## Upcoming Conferences and Events...

- [ALA 2016 Midwinter Meeting, Boston, MA](#) Jan 8-12
- [PLA 2016 Annual Conference, Denver, CO](#) April 5-9

### CARL Conference—California Academic and Research Libraries

Registration for the 2016 CARL Conference is open. Located in lovely Costa Mesa, CA, and taking place March 31-April 2, 2016, the 2016 program includes a keynote address from **Dr. Safiya Umoja**

**Noble**, *Clarifying Our Values: The Power and Responsibility of Library and Information Professionals*.

For more program information, visit the conference website: <http://conf2016.carl-acrl.org/program/>

## The Knowledge River Cohort 15 for Academic Year 2015-16 is now open.

It is a pleasure to announce that **Knowledge River** is now accepting applications for the 15<sup>th</sup> Cohort. The priority deadline for Cohort 15 is March 1, 2015. **Knowledge River** is an educational experience within the University of Arizona School of Information that focuses on educating information professionals who have experience with and are committed to Latino and Native American populations. To find out more about the program, please take a look at <https://voicethread.com/share/7017243/> or visit the website at <http://si.arizona.edu/knowledge-river-0> to find out more about how to apply.



## LMaO Meet-up

The **Library Marketing and Outreach** Interest Group of ALA's Association of College and Research Libraries (ACRL) is an active group, sharing both print and digital marketing methods via Facebook, (<https://www.facebook.com/groups/acrl.lmao/>) at conventions, and at state meetings.

On November 6, the Library Marketing and Outreach State Rep for Nevada, Stephanie Espinoza, teamed up with member and Outreach Librarian Rosan Mitola to host a local meetup for Nevada academic librarians. Hosted at UNLV's Lied Library, 15 attendees from four Southern Nevada colleges came to "show and tell" successful efforts, incorporate best practices for marketing/outreach, and discuss ideas for the future.



Library Marketing & Outreach  
Nevada Meet Up!

Mitola and her UNLV colleagues presented newsletter, blog, and website successes, as well as current trends emerging in the field of academic library marketing: video use has increased, including humor and creativity is used more and more for engagement, and social media has expanded beyond just Facebook. The importance of human stories over numbers was also emphasized.

Espinoza shared what CSN libraries have accomplished, how they approach team-based marketing, and the importance of assessment. Her slideshow presentation can be viewed through Prez.com here:

[http://prezi.com/f7abccdlmgqb/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/f7abccdlmgqb/?utm_campaign=share&utm_medium=copy&rc=ex0share)

The group also offered suggestions for advertising and hosting events. Bookmarks, for example, were found to be more effective than flyers in advertising dates, times, and locations. Guest speaker events were a challenge to get students to attend unless extra credit was offered—though scholarship expert speakers were definitely appreciated. The benefits of partnering with faculty was stressed, whether an academic library is hosting a large event or putting together a small book display.

The librarians hope to meet again in 2016 with future goals to present at NLA's annual conference.

*Submitted by Stephanie Espinoza, CSN Libraries*

## Good Things in Small Packages

The *Liz Warner Love of Learning Library* has expanded to serve the neighbors surrounding The Honors Academy of Literature. We have partnered with the *Rotary Club of Reno* Midtown and the *Free Little Library Project* to provide children's books to anyone who comes by the school.



The Little Library is outside our front door and has already had its first patrons. Our scholars and faculty hope to help serve the homeless population in Downtown Reno by providing this Free Little Library!

*Submitted by J-Lynn Van Pelt, Middle School Principal, Director of Programs, The Honors Academy of Literature & The Liz Warner Love of Learning Library*



## Welcome to Washoe County Library System's new Director

After a three month recruitment and vetting process, the Library Board of Trustees interviewed three candidates on November 4, 2015. At their monthly meeting on November 18, 2015, the Board formally appointed **Mr. Jeff Scott** as the new Library Director.



"We are excited about Mr. Scott's energy and enthusiasm which he articulated clearly throughout the interview process," says Trustee Wendy Alderman. "He conveyed a clear vision involving community engagement and participatory leadership."

Jeff Scott has over 12 years of library experience. His most recent position was as the Director of the Berkeley Public Library. Prior to that, he served as the County Librarian for the Tulare County Library. Mr. Scott has presented on a variety of topics at numerous state, regional and national library associations. He served on the Board of Directors of the California Library Association in 2013 and 2014.

Jeff earned a Bachelor of Arts in History from Arizona State University. He also holds a Master of Library and Information Science from the University of Arizona.

"I am thrilled to be joining the Washoe County Library System," says Jeff Scott. "There is a great opportunity to build upon existing successes and carry forward with a vision towards an enriched and engaged community."

Washoe County Library System Trustees and staff welcome Mr. Scott on December 14 as he will be working with current Director Arnie

Maurins until Mr. Maurins' retirement on January 8, 2016.

## Building up STEAM in Washoe

STEAM is the name of the game with Grant Funded Idea Box Program and Makerspaces. From Do-It-Yourself to self-sufficiency, Washoe County is supporting the movement by offering activities and opportunities where all ages can gather, create, invent and learn. Studio775 is the brand, and it is the place for discovery.



With grant funds, the Washoe County Library has created Science, Technology, Engineering, Arts, and Mathematics, or STEAM, spaces and Idea Boxes that foster creativity and allow for innovation. Idea Boxes are user-driven activities in the library that range from learning how to paint to creating your own airplane.



These activities are rotating around eight libraries in 2016. Set up as a pilot, results will help identify the projects and activities that are

popular and merit enhancement through resource allocations in the future. Since launching in November, there are already resounding positive responses from library patrons of all ages.

## Library supports Workforce Development

In mid-January, Washoe County Library begins offering certified instruction for the Manufacturing Technician Level 1 (MT-1) course certified by the Virginia Manufacturing Association. This course supports a program initiated by the Carson City Library. Northern Nevada is preparing for an influx of job opportunities as new manufacturing and technology businesses are relocating to this region. Upon successful completion, students will have a MT-1 certification which will aid in their job seeking efforts.

Additionally, the library is obtaining certification as an Assessment Center which means that anyone will be able to access the curriculum using library computers. Library staff will also be able to administer the MT-1 Exam to those who have either completed the instructor-led course or prepared themselves via the online materials.

*Submitted by Jennifer Oliver, Public Information and Development Officer, Washoe County Library System*

## Family Reading Program

The Elko-Lander-Eureka County Library system partnered with the Northern Nevada Literacy Council on a grant through United Way of Northern Nevada and the Sierra to host a Family Reading Program at 4 of our libraries.

Beginning in September, the Elko County Library, Jackpot Branch Library, Wells Branch Library, and West Wendover Branch Library were visited by Amy Levy, the Family Reading Program Coordinator from Reno, to hold these events. Librarians pulled together with volunteers from their communities to support this program and make it enjoyable for the families participating.

*"The Family Reading Program (FRP) is an inter-generational literacy project developed by the Northern Nevada Literacy Council. The FRP is funded by a grant from the United Way of Northern Nevada and the Sierra, whose goal is to double the number of children in northern Nevada who read proficiently at the conclusion of third grade by 2020.*

*The FRP works with children and their parents to improve literacy and model good family literacy behaviors for the home. By working with the family as a whole, we hope to build strong literacy-related habits, such as reading to children every day, having books in the home, and visiting the library."*

The first week focused on the theme "Food" and the children and parents read The Very Hungry Caterpillar by Eric Carle and Chicken Soup with Rice by Maurice Sendak, and did fun activities relating to the books such as coloring story cards that the children could then use to retell the story to their parents. Parents were encouraged to read and interact with their children during the program and activities and were shown fun ways to interest their children in continuing to read at home.



This first week had an attendance of 43 participants between the libraries. The following week theme was "Let's Pretend" and word had starting getting out about this program; attendance increased to 57 participants and families continued to enjoy



their time spent learning literacy techniques and reading together.

This program was completely free and every family went home with a new book at the end of each Family Reading Program to continue the literacy skills and techniques at home. The children were especially excited about taking a new book home to share with their parents and continued to look forward to next program.

*Submitted by Kassie Antonucci, Assistant Library Director, Elko-Lander-Eureka County Library System*

## MPLA/WLA Conference Report

**Changing Libraries in the New West** was the theme for the joint Mountain Plains Library Association - Wyoming Library Association Conference held September 23-25 at the Little America Resort in Cheyenne, Wyoming. Each year the joint MPLA conference rotates to a different member state and the WLA hosts showcased the rich history of Cheyenne while featuring keynotes and breakout sessions to propel libraries in the mountain west into the future.

The conference opened with a reception at the Cheyenne Frontier Days Old West Museum which celebrates the culture of pioneer spirit and chronicles the history of the world's largest rodeo and outdoor celebration. Among the largest collection of antique carriages west of the Mississippi was the Laramie County Bookmobile showing that librarians have been delivering service to patrons even before the invention of the horseless carriage.



The main conference opened with one of the most dynamic keynote speakers I have ever seen, [Scott Ginsberg](#), who spoke on "The Power of Approachability." In college, Scott started wearing a name tag that read "Hi my name is Scott" and he noticed that people were friendlier and approached him more easily. Since then, Scott has worn a name tag 24 hours a day for over 5,500 consecutive days making him a Guinness World Record holder. My take away from Scott's talk was that when you commit with both feet, it will pay dividends.

In addition to the great and timely breakout sessions, the highlight of the joint MPLA conferences is always the people. The approachability theme of Ginsberg's keynote permeated the conference and it was great to meet new and old colleagues from across the mountain west. Even though we're spread across many miles, the colleagues I meet at joint conferences seem to face similar opportunities and challenges as we face in Nevada. It is heartening to share knowledge and best practices with this group even though there was no hot tub for the Hot Tub Roundtable.



John Crockett and Ellen Fockler at MPLA/WLA

## Be Sure to Save the Date

for the next joint MPLA conference with the Colorado Association of Librarians, to be held October 20-22 2016 in Loveland, Colorado.

And don't forget the joint conference returns to **Nevada** in **2017**. Please take advantage of [MPLA professional development grants](#) to attend state, regional, and national conferences!

*Submitted by John Crocket, Washoe County Library System, MPLA Delegate*

## Tech Night @ the Library

Elko County Library has been offering a monthly series on introductory-level programs on a variety of topics relating to consumer technology. They are geared to the complete novice, with no prior knowledge assumed.

In September, "Learning to YouTube" explained just what "YouTube" is about, and how the average person might use it. The Reference Librarian gave a simple online demonstration on how to find the service, how upload and share a video, and how to "subscribe" to the many user-generated YouTube channels. If nothing else, attendees of this workshop learned how an instructional video for just about anything can be found through YouTube.

In October, a guest host presented "iPad Basics" in response to a number of requests for a hands-on demonstration of these popular tablet devices. The program focused on basic operation and navigation, with emphasis on the best ways to hold the device, and the proper finger motions to control its functions. Of course, 'apps' were also discussed, along with how to create folders, and perhaps most importantly, how to find tutorials and online help.

Other tech topics that have been covered are Kindles, smartphones, and 'cloud' computing.

*Submitted by Patrick Dunn, Reference Librarian, Elko County Library*

## Fire Safety Story Time

Each year during Fire Prevention Week in October, the Elko County Library and the Elko Fire Department team up and present Fire Safety Week during Story Times at the Library. This year was another huge success.

For Story Time, one of the firefighters reads *Clifford the Firehouse Dog* and another firefighter demonstrates their fire gear.



This not only teaches the children how quickly firefighters have to get dressed when the alarm rings, but also teaches the children not to be afraid of a firefighter dressed in a fire suit with a helmet and oxygen mask. Calming the preschoolers' fears of firefighters in full gear is an important goal of the Story Time.



However, the best part of the Story Time is when the children get to see the firetruck and



climb around in it. Usually, the firefighters bring a firetruck and an ambulance so that the children can explore and interact with the firefighters. This again helps alleviate any fears the children may have toward these emergency vehicles and the firefighters.

After the tour has finished and the parents have taken plenty of photographs, each child gets a fire hat and has the opportunity to make a construction-paper firetruck to take home.

*Submitted by LaDonna Gunn, Youth Services Librarian,  
Elko County Library*

### ***Sharing stories, building skills***

On November 20, 2015, Spring Valley Library's English Conversation Group welcomed special guest, Assemblyman Nelson Araujo from district 3. The English Conversation group meets regularly every Friday afternoon. One of our attendees, Marilyn Provost who works for the United Way, invited Mr. Araujo to our group because he and his family immigrated from El Salvador in the early 1990's.

Mr. Araujo shared his story and the challenges he experienced learning English in school and acclimating to life in a new country. His story was inspirational to everyone who attended.



We are fortunate to be able to offer this conversation group and are thankful to the many patrons who take time out of their day to attend class. Spring Valley works daily to

Winter 2015  
assist new immigrants with conversation skills, registering for English class through CALL, and printing out immigration documents. Our parking lot is filled to capacity during the week when CALL class is in session. We welcome the business in our branch-in fact we thrive on it.

*Submitted by Leah Ciminelli, Las Vegas-Clark County  
Library District*

### ***Pub Quiz Champs***



At the NLA Annual Conference in Fallon the President's Reception Pub Quiz was won by *The Magnificent Anne-Maries*, a team consisting of Tammy Cirrincione and Scottie Wallace of WCLS; Joy Gunn, Joan Dalusung, and Anne Marie Hamilton-Brehm of HDPL; and Scott Clonan and Ann-Marie White of LVCCLD.

### ***Let's get it started...***

NLA has a lovely new logo, but let's not stop there. Let's have a conversation about who we are, where we are going, and how we want to get there. Let's talk about what matters to us, the library-loving, literacy building, information sharing folk of the Silver State.

Get active in NLA—attend a workshop or meet-up group, (start a workshop or meet-up group!) Share your skills and knowledge--mentor someone. Learn. Advocate. Build.

Let's make  
some noise,  
some friends,  
a difference.

And let's keep the library conversation going...  
in all our communities.



## ***More on the Family Reading Program from the Northern Nevada Literacy Council...***

Between September and November of 2015, the Northern Nevada Literacy Council partnered with the Elko/Lander/Eureka County Library System to present the free-of-charge Family Reading Program at the Elko, Wells, West Wendover, and Jackpot Branch Libraries. Fifty-one parents and children participated in 408 hours of literacy programming, and 250 books were distributed to these families for their home libraries.

Funded by the United Way of Northern Nevada and the Sierra to address its goal of *doubling the number of children in northern Nevada who read proficiently at the conclusion of third grade by 2020*, the FRP works with parents and their children to strengthen family literacy.

According to the [Nevada Department of Education Fact Sheet](#) published in November 2013, the state of Nevada is ranked 50<sup>th</sup> in the US for several selected education criteria. Particularly troubling is Nevada students' fourth grade reading proficiency rate of 25.5% and their high school completion rate of 59.2%, which is the lowest rate of any state.

The Family Reading Program attempts to improve these statistics by addressing literacy from a family perspective. We believe that by helping families develop a strong culture of literacy in the home, we can improve children's reading levels. Since children require reading proficiency to understand higher learning concepts, improved literacy increases the likelihood that students will graduate high school on time and with a level of literacy enabling them to become productive members of society.

The FRP provides parent education and behavior modeling so parents develop basic skills for reading and interacting with children in a way that supports their emergent literacy. Children and parents have time to learn together using books, crafts, vocabulary-building, and science activities. Families are encouraged to continue their learning at home by re-reading their books and doing activities modeled at the FRP.

By gaining a better understanding of how to support their children's literacy, parents learn how to become educational advocates for themselves and their families while building a healthy "literacy rich home." It is hoped that their increased awareness of literacy's importance to each family member's future will improve their overall economic health.

Parents want the best for their children and they have the capacity to support their children's learning. However, families often wait for "experts" to make the first move in teaching their children how to read and to become literate. By using parents as our partners in learning and giving them skills work with their children we can elevate literacy levels in our state.

In an attempt to get parents involved in working with their children at home, schools often make recommendations to do things like "read with your children often" and "teach them the alphabet." But there is typically little advice about HOW to do these things. There are also many important and effective techniques beyond reading aloud and naming letters that are often not recommended to parents.

The FRP works with parents on HOW to support their children's emergent literacy by demonstrating and practicing simple literacy acquisition techniques in a group setting. Parents and children practice the techniques together during the program's group sessions. Parents are encouraged to continue using these new literacy support skills and strategies at home with their children to help them learn to read or to become better readers.

Our Family Reading Program uses the following components:

- Four two-hour themed program modules
- High-quality, age-appropriate books
- Literacy activities related to each theme
- Simple literacy-acquisition techniques that parents and children can use at home
- Early childhood education activities developed by [\*Family Storyteller\*](#)
- Science activities developed by [\*Sierra Nevada Journeys\*](#)

The Family Reading Program addresses the goal of improving literacy levels of Nevada's children from birth through the third grade by getting more parents involved in their children's literacy acquisition using proven techniques.

We are particularly focused on low-income families, since according to the [\*Nevada Department of Education Fact Sheet\*](#), only 24.9% of fourth graders living in poverty are reading-proficient. We have also expanded into rural parts of northern Nevada in an attempt to bring literacy opportunities to areas that might have fewer resources. We partner with organizations like public libraries, JOIN, Boys and Girls Clubs, and Family Resource Centers to find families in each community who might benefit from our program.

The FRP's objectives include:

- Increasing parents' and extended families' understanding of their role in children's reading development and literacy acquisition
- Modeling and practice techniques that parents can use in the home when reading with children
- Modeling at-home activities that improve reading and promote literacy
- Building a home library for each participating family using high-quality, age-appropriate books

Our summer sessions at the Northern Nevada Literacy Council site have grown from 35 participants in 2014 to 102 participants in 2015. Each participant attends a two-hour session each week for four weeks. During the sessions, parents get tips on how to read a selection of books with their children for optimum literacy benefits. This includes asking children questions about the book's cover, back, title, story, pictures, words, and asking them to anticipate what will happen in the story.

Activities are designed to complement the books read. For instance, the book *The Very Hungry Caterpillar* is followed by an activity where families taste many of the foods eaten by the caterpillar in the story. Nonfiction books, such as *It's a Good Thing there are Spiders*, is followed by a science activity in which families design and test their own spider webs. These activities encourage discussion, problem-solving, and the use of new vocabulary, all of which support literacy acquisition and reading comprehension.

So far, we have presented the FRP in Washoe, Elko, and Churchill Counties. In the next 30 months, we plan to expand to Carson City **and** Humboldt, White Pine, Storey, Mineral, Esmeralda, Douglas, and Lander Counties. We are looking for more sites to present the program in year two (September 2016 – June 2017) and year three (September 2017 – June 2018). Please contact Amy Levy at [frpcoord@nnlc.org](mailto:frpcoord@nnlc.org) if you are interested in hosting the Family Reading Program at your library.

Here's a quote from an FRP parent:

*"Thank you so much for the Family Reading Program! I went to Jomen and Jazzy's parent/teacher conference and wow they are doing a good job (above class level). Jomen left Kindergarten at a 3 reading level. On the second week of school he was assessed and showed a reading level gain during the summer break. Thank you, FRP staff, for your hard work!"*

—Tania Estrada, mother of Jomen and Jazzy and 2015 Family Reading Program participant at the Northern Nevada Literacy Council program site