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North Dakota State Library
FLICKERTALE

Volume 44 Number 7 July 2014

Databases

by: Mary J. Soucie

We get many questions at the State Library about databases. I hope to clear up confusion with this article. The North Dakota State Library, in conjunction with ODIN, South Dakota State Library, and the South Dakota Library Network (SDLN), partner with Minitex, which includes the Minnesota State Library Services and the Minnesota Office of Higher Education to purchase databases. By harnessing the buying power of three states, we are able to get much better pricing which in turn allows us to purchase additional databases. You can find the Minitex announcement about the most recent database purchase here: http://blog.lib.umn.edu/minitex/cpers/2014/06/minitex-announces-new-suite-of.html. These resources are available to all libraries in North Dakota that pay the ODIN subscription fee; currently that fee is $0.11 per capita for public libraries and $1.10 per student grades 9-12. Elementary and junior high schools are included at no additional charge if their high school participates. Academic libraries should contact ODIN for their rate. The State Library also contributes to these resources on behalf of the patrons that access the resources directly through us or who live in an unserved area.

In addition to these resources, the ND State Library purchases other databases. Zinio for public libraries, Tutor.com for all libraries, and LearningExpress Library are examples of databases that we provide. We are excited to announce that we have expanded hours for Tutor. Tutor will now be available Sunday through Thursday 3pm-10pm. We have also added two modules to Learning Express Library: the Computer Skills Center and Job & Career Accelerator. In addition, we are adding a new resource, Literary Reference Center. We have also added additional magazines to Zinio (page 4).

We expanded and added the resources based on feedback from our colleagues throughout ND. If you have a suggestion for an online resource that you'd like us to consider, please contact me at msoucie@nd.gov or at (701) 328-4654 and I will share it with our internal database committee.

LearningExpress LIBRARY™

We've added the Computer Skills Center and Job & Career Accelerator modules to our statewide LearningExpress Library subscription.

The Computer Skills Center is rife with accessible instructional video courses on a variety of computer topics. The courses range from the most basic and introductory overviews of what a computer is and how to search for things online, to advanced courses on SharePoint Designer and Adobe Illustrator.

The Job & Career Accelerator makes it easy for patrons to create and manage their résumés and cover letters, search and apply for jobs and internships, and prepare for interviews. It has all the tools and support necessary for any jobseeker, whether they're someone who is just preparing to enter the workforce, who hasn't needed to look for a job in years, or who is simply looking to advance their career.

News and Thoughts...

from State Librarian Mary J. Soucie

Libraries are reaching their communities in a variety of ways these days. One approach to connect with patrons is using social media- including Facebook, Twitter, Goodreads, Flickr, Instagram and Pinterest to name the current most popular platforms. Another method of connecting is through programming. Libraries offer traditional programs such as storytime but hopefully you are offering new programming too, whether it's S.T.E.M. (Science Technology Engineering and Math) programs or new programs for teens and adults. Perhaps your library recently started an adult summer or winter reading program. We offer materials in all kinds of formats too. Many libraries have an online branch that patrons can access 24/7. The State Library provides a whole suite of databases, most of which can be accessed remotely.

Why are we working so hard to meet our communities needs in all these different ways? The answer is simple: because libraries matter. We help patrons find jobs, learn about new passions, become better parents, build stronger families through reading and shared activities. We can help businesses develop new models and strategies to be more successful. We may never know the impact that we have had on someone but we do know that we are making a difference for a lot of someones.

Geek the Library is a marketing campaign that our libraries had the opportunity to sign up for. Participating libraries received marketing materials to be used with and throughout their community to promote the library and raise awareness of the great things happening there.

I would like to invite your library to participate in another opportunity to prove the value of your library and the difference you are making every single day. Sponsored by the Colorado State Library and other Colorado Libraries, Outside the Lines invites libraries to take action to show our communities how important libraries are and how they've changed. Outside the Lines will be held September 14-20, 2014.

It is easy to participate, no matter what type or size library you are. Participating libraries just agree to host at least one event during that week that shows that libraries are innovative and creative and that:

1. Gets people thinking – and talking – about libraries in a different way
2. Showcases the library out in the community as well as in the library
3. Highlights how your library is relevant to people's lives
4. Represents your local community
5. Is active versus passive – gets people engaged
6. Is extraordinary and unexpected
7. Most importantly, is fun

I think this is a great opportunity for our libraries to show our communities the value of libraries. Please consider participating. Visit http://bit.ly/1oyfg1r for more information. They also have some videos at the bottom that showcase some creative ways to get out into the community. One of my favorites is the Star Wars Subway reenactment; look at the title of the book that Princess Leia is reading. I also love the ball pit/make a friend one. I love the whole concept of connecting people in new and different ways.

You're probably thinking how does a Star Wars video or a balloon pit showcase libraries being innovative? The ideas serve as a jumping off point for thinking outside the lines about what you can do in a library in a creative and innovative way. Why not create a space in the library and invite people to sit down and make friends by providing questions for them to answer? Or even better, provide a space in the community that is outside of the library. You don't need to create a ball pit. Provide two comfy chairs or some poofy pillows for people to sit in/on. The idea is to get out from behind the circ desk and connect with your community in new and different ways. Join the community of librarians thinking Outside the Lines September 14-20 to show that libraries matter!

Summer Summit

Coming August 2014

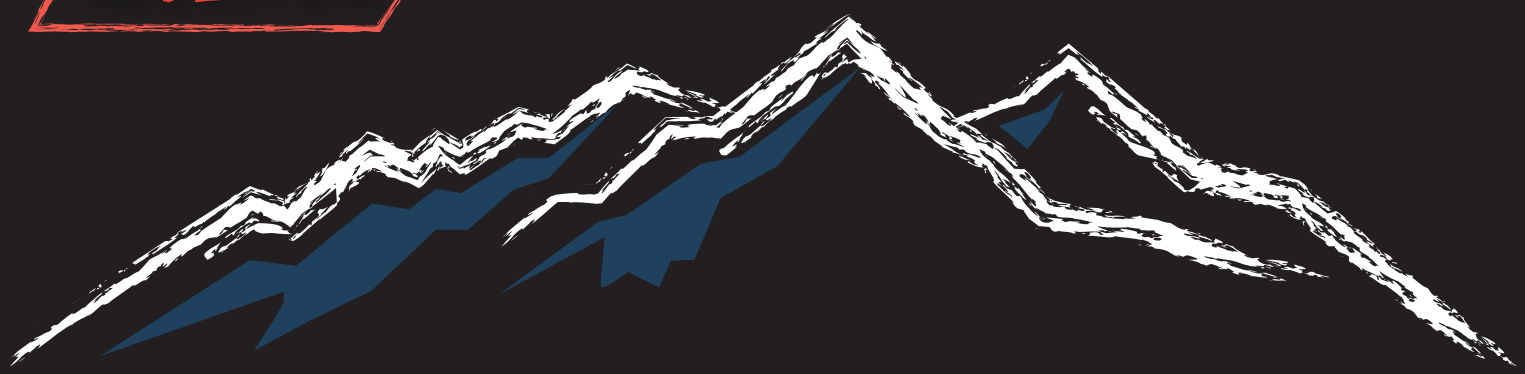
On Tap

The Summer Summit is a regional networking and development opportunity for library administrators and board members. It's a wonderful opportunity to meet with your fellow library leaders and discuss the issues that matter most to you. This year's Summit will consist of table talks on a host of topics, including: marketing, social media, emerging technology, programming, library standards, and whatever else you wish to bring to the table! Library Development and other State Library staff will be on hand to facilitate, support, and document these engaging conversations.

Locations

August 6: Dickinson
August 7: Minot
August 8: Jamestown (Alfred Dickey)
August 12: Grand Forks
August 13: West Fargo
August 15: Bismarck (State Library)

REGISTER http://bit.ly/1ouQdNu



zinio™ for libraries

We're pleased to announce that a larger selection of magazines is now available statewide!

The following magazines have been added to our subscription:

- American Cowboy
- American Patchwork & Quilting
- The Atlantic
- Better Homes & Gardens
- Cloth Paper Scissors
- New Scientist
- Outdoor Canada
- Parents
- Science Uncovered
- Spirituality & Health
- GreenSource
- HGTV
- Midwest Living
- Sport Fishing
- Working Mother

Just like every other title we subscribe to, new issues of these magazines will be available for circulation to your patrons the day they hit the newsstand, cover-to-cover and in full color. There are no practical limits to the number of people who can read any given issue and patrons are free to download and retain them indefinitely.

Due to contractual changes with RecordedBooksDigital or because they have ceased publication, the following magazines will no longer be accessible through Zinio:

- American Spectator
- Home Theater
- Ladies Home Journal*
- Scholastic Parent & Child
- Science
- Soccer America
- The Nation*
- Oxygen
- VIV Magazine

* Note that while we are still receiving issues of Ladies Home Journal and The Nation, it is unclear how much longer they will be available.

Library Development (formerly Field Services)

The Field Services Department is now under the name Library Development. The name was changed because the standard nationwide for that field is Library Development.

We also have a new Library Development staff member. BreAnne Meier will be taking the place of Elizabeth Jacobs. With the switch in personnel there has been some shuffling in which library belongs to which person. An email was sent out on the list serve and a letter was mailed to each library but if you are unsure you can visit our website or reference the list below!

Sarah Matusz represents: Adams, Aneta, Bottineau, Bowbells, Cando, Cavalier, Cooperstown, Drake, Grafton, Harvey, Hatton, Kenmare, Lakota, Langdon, Larimore, Leeds, McVille, Michigan, Ward County, Mohall, Northwood, Park River, Pembina, Rolette, Rolla, Rugby, Sherwood, Velva, Walhalla

BreAnne Meier represents: Beach, Beulah, Bowman, Crosby, Dickinson, Dunn Center, Elgin, Fort Yates, Garrison, Glen Ullin, Hazen, Hebron, Hettinger, Killdeer, Mandan, Max, Mott, New England, New Town, Parshall, Riverdale, Stanley, Stanton, Tioga, Turtle Lake, Underwood, Washburn, Watford City, Williston

Eric Stroshane represents: Ashley, Buffalo, Carrington, Casselton, Devils Lake, Edgeley, Ellendale, Enderlin, Forman, Gackle, Hankinson, Hillsboro, Jamestown, Kindred, LaMoure, Lidgerwood, Linton, Lisbon, Maddock, Mayville, Milnor, Minnewaukan, New Rockford, Oakes, Steele, Valley City, Wahpeton, Wishek

Mary Soucie represents: Bismarck, Fargo, Grand Forks, Minot, West Fargo

Facing your Facebook

By: Kristin Byram

I want to start off by saying I am very impressed with the Facebook presence of the libraries in our state. Forty-one public libraries or friends of libraries have Facebook accounts. Facebook is an easy, FREE and current form of communication that can be used to reach your community. But I'm afraid it isn't as simple as just opening a new account. It is important to make sure you are posting the right information to best pique the interest of your audience. Don't fret, this is easier to do than it may seem.

First, take a look at your page analytics (if you have them). They are located in the top left hand corner of your page and are called "Insights". It will very clearly lay out information such as the peak times to post information, the demographics of your Facebook followers, and which posts have been best-received by your audience. *If the peak time that your library's demographic is on Facebook is when you are not, a great tool to use is the scheduler. You can schedule out posts for any time so you don't have to be on Facebook 24 hours a day!

Secondly, take time to really think about what you are posting. I recently read an article by David Lee King that talked about whether something is interesting simply because it happened or because it happened to you. It is easy to share or post items that we find funny, cute, or interesting but you need to remember who your target audience is – will they find the same post as interesting as you do?

If you are in need of some help figuring out what to post, here are a few quick tips:

- Post photographs of your library, or better yet, patrons in your library (get permission first). Facebook has reported that photos, photo albums, and videos get 120 percent, 180 percent, and 100 percent more engagement than links and text-only posts.
- Keep posts short. According to Facebook, posts between 100 and 250 characters receive 60 percent more likes, comments, and shares than longer posts.
- Watch your content. As mentioned above, take a minute to see if information you are posting is relevant to your audience and if they have liked that in the past.
- Post up-to-date information. For example, if story time is cancelled or plans change at the library post it on your Facebook page.

If you are posting content that has not been well-received in the past, consider re-wording it or engaging your reader. If you post something that people are not interested in, scrap it as a loss and learn from what you are posting! Great job and keep up the good work.

Kristin Byram • kbyram@nd.gov • 701.328.4656

SCHOOL AND LIBRARY GRANT OPPORTUNITIES

ALERUS FINANCIAL CONNECT WITH THE COMMUNITY — DEADLINE: CONTINUOUS

Alerus Financial proudly connects to communities they're based out of through donations of countless employee volunteer hours and tens of thousands of dollars annually. They support organizations making their communities great places to live and work. Their grants are focused on four priority areas: arts and culture, economic development, fostering financial literacy, and community development. In North Dakota, grant awards are restricted to the Grand Forks, Northwood, Fargo, and West Fargo regions. To find out more or apply, visit their site at: http://bit.ly/1nnGFAN

DIGITAL HUMANITIES START-UP GRANTS (NEH) — DEADLINE: SEPTEMBER 11

The National Endowment for the Humanities Digital Humanities Start-Up Grant program awards grants to support the planning stages of innovative projects of benefit to the humanities. Their focus is on projects on digital culture, scholarship, and technology and their impact on the study of the humanities. Further information is available at: http://1.usa.gov/1jrbvgR

ESTELA AND RAUL MORA AWARD — DEADLINE: AUGUST 15

The Estela and Raul Mora Award is presented annually to the most exemplary celebration of El Día de Los Niños/El Día de los Libros (Children's Day/Book Day) by REFORMA, the National Association to Promote Library and Information Services to Latinos. Libraries, schools, educational institutions, and other organizations serving youth that plan to implement Día programs are eligible to apply. Information and application available online at: http://bit.ly/1nxqLbC

LOWE'S COMMUNITY PARTNERS GRANTS — DEADLINE: AUGUST 29

Do you need to improve your building? Lowe's Community Partners grant program helps build better communities by providing monetary assistance to nonprofit organizations and municipalities looking for support of high-need projects such as: building renovations/upgrades, grounds improvements, technology upgrades as well as safety improvements. For more information: http://bit.ly/1pcm3ln

FIRST BOOK — DEADLINE: CONTINUOUS

First Book is a nonprofit that provides new books and educational resources to schools and programs serving children in need, for free and at low cost. Registration is necessary to ensure their books go to organizations serving children from low-income families. Learn more and sign up here: http://bit.ly/1mOg3gd

HUGO'S FEEDING IMAGINATION — DEADLINE: CONTINUOUS

Feeding Imagination is an educational program that provides reading books to children in grades K-6, especially in areas with a high degree of poverty and need. You can learn more and find out how to apply for assistance here: http://bit.ly/Wcp0XB

VERIZON FOUNDATION — DEADLINE: OCTOBER 10

Verizon proudly funds nonprofit organizations that support their core initiatives in an effort to make a positive impact on the world. Most pertinent for libraries is their focus on using technology to prepare students for success in the 21st century. To learn more, find out if you're eligible, and to apply online, visit: http://vz.to/1rl9Kln

Historical Traveling Display Program

The Historical Traveling Display Program has been approved to continue indefinitely. The State Library will be taking the month of December off to collect all materials and kicking it back off in January. Our goal is to introduce about five new displays every spring at the NDSL Spring Workshops.

With that said, we are looking for feedback on the program to help make it better. A few people have already contacted me with ideas/comments/concerns and I appreciate that. We want to continue to make this program better. If you have any suggestions about the program or ideas for new display topics please contact Kristin Byram (e-mail or phone). kbyram@nd.gov • 701.328.4656

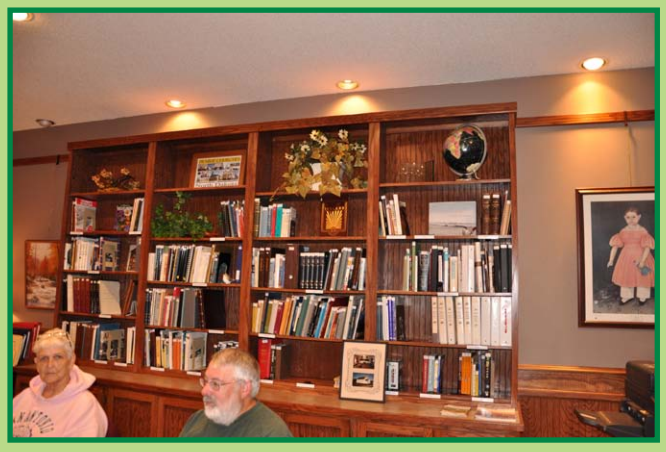
Information on the Historical Traveling Display Program: http://library.nd.gov/nd125.html

Library Vision 2020

The North Dakota Library Coordinating Council (NDLCC) and the North Dakota State Library held a series of Think Tanks throughout the state in April and May for the purpose of updating Library Vision 2014. We received lots of great feedback from all sectors of the library community. We were very excited with the number of people that participated in the process. At their May meeting, the Council reviewed proposed amendments to the draft version of Library Vision 2020 (LV2020). The revised version was shared with the library community via various electronic mailing lists. We would like to invite you to submit any final comments you have on the draft of LV2020 to State Librarian Mary Soucie. You can review the draft on our website at http://library.nd.gov/coordinatingcouncil.html. Mary can be reached at (701) 328-4654 or via email at msoucie@nd.gov. The NDLCC plans to adopt the final version of LV2020 at their July 30 meeting, which will be held at the Valley City Barnes County Public Library.

Icelandic State Park Collection

The North Dakota State Library's Digitization recently had the opportunity to spend some time photographing objects at the Pembina County Historical Museum. A stop was also made to the Icelandic State Park to view the new bookshelf display unit they recently received with a grant.



CONTINUING EDUCATION CHOICES

These webinars are free, live, and interactive. You will be connected to audio using a headset or speakers. If you do not have a microphone, you can use chat to ask questions. You can find more webinars and training opportunities on our Facebook page under the events tab! http://on.fb.me/1gcp68H

Libraries as Drivers of Community Development: Global Edition (WebJunction)

REGISTER: http://bit.ly/1qfYrcH

Wednesday, July 16, 2014, 11:00 AM – 12:00 PM CT

Around the world, libraries are at the heart of community transformation. Join us for this webinar that shares examples of libraries at the leading edge of positive change in communities in Honduras, Guatemala, Africa, Eastern Europe, and Asia. Learn about practical grassroots approaches to library-driven community development. The libraries featured are grantees of the Bill & Melinda Gates Foundation or are beneficiaries of a foundation-supported program. Guided by the belief that all lives have equal value, the Bill & Melinda Gates Foundation works to help all people live healthy, productive lives.

eContent Creation in Libraries (Minitex)

REGISTER: http://bit.ly/1xNwcqj

Wednesday, July 23, 2014, 1:00 PM - 2:00 PM CT

Academic, public and K-12 libraries are increasingly involved in e-content creation. K-12 libraries, for example, foster efforts by schools and school districts to create and make accessible standards-driven open education resources. Academic libraries have opportunities to support the creation of eTextbooks and as self-publishing takes hold, public libraries have a potential role to play in the creation, publishing and distribution process. This session will highlight the ways in which libraries of all types are participating in eContent creation.

CatExpress: Copy Cataloging with CatExpress (Minitex)

REGISTER: http://bit.ly/TBG6H1

Thursday, August 07, 2014, 1:00 PM - 3:00 PM CT

This webinar provides instruction on copy cataloging using the CatExpress interface. We will cover the copy cataloging workflow including searching, holdings maintenance, exporting and downloading records. The course will also touch on some options for customizing the interface, the CatExpress subscription structure, and sources for documentation and statistics. The session is intended for users who are new to the CatExpress service. It will also be beneficial to existing users who may not be making full use of the service.

Top Ten Skills for Teaching Tech to Patrons (WebJunction)

REGISTER: http://bit.ly/1ohc2hr

Thursday, August 14, 2014, 1:00 PM – 2:00 PM CT

Opportunities to provide training occur every time you help someone with a technology related question, whether it's one-on-one assistance or in a classroom environment. Making the most of the "teachable moment" involves the right combination of training skills, techniques, and tactics. Technology training is successful when a library patron learns something new and is able to apply it to their life. You don't need to be a tech expert to learn the practical skills for successful technology training.

DISCLAIMER: The ND State Library highlights third-party webinars as a way to alert the library community to training opportunities. By doing so, we are not endorsing the content, nor promoting any specific product.

North Dakota Library Tidbits

- The Leach Public Library (Wahpeton) is starting a program in partnership with the Firehouse Pub called "Books and Bars." It's a book club that will meet regularly at a local bar, targeting community members in their twenties and thirties.
- The Ellendale Public Library received a wonderful assortment of hardback children's books through a Libri Foundation grant.
- On July 19th, the McVille Community Library will be hosting an ice cream social to celebrate their 3rd anniversary.
- The Satre Memorial Public Library and Milnor School are exploring the possibility of combining resources and services. The combined elementary school and public library would be able to extend current hours and collection development resources, and would be jointly staffed by the current high school librarian and public library workers.
- The Griggs County Library installed new energy efficient windows, paid for through a pancake breakfast held last September, donations, and money from their building repair savings fund.
- Dwight Jon Zimmerman, acclaimed military historian, comic book author, and publisher, recently returned to Devils Lake to present programs at and hold a fundraiser for the Lake Region Public Library. Zimmerman was born in Harvey, grew up in Devils Lake, and now resides in Brooklyn, New York.
- Recently, the Ellendale Public Library held a Scholastic Book Fair in conjunction with the Ellendale Public School District.
- The James River Valley Library System (Jamestown) is gathering petition signatures to get a county-wide quarter-percent sales tax on the ballot this November. If approved, the sales tax would help pay for the purchase of two buildings adjacent to the current Alfred Dickey Public Library, and the expansion and remodeling of the library. The remainder of the capital expenditure will be covered by donations.
- Leach Public Library's Friends of the Library group donated a literacy station for the children's section of the library. The computer station is designed to help young children learn to read.
- Next month, the Williston Public Library will be receiving a new server with new circulation software. They have also recently received a brand new computer based microfilm machine.
- On Wednesday, July 9th, Hazen Public Library hosted author Rebecca Melland-Kuo for a book signing at the library. Rebecca wrote the book Sitka's Mirror: A Journey to World War 2.
- Eddy-New Rockford Library hosted their 6th annual brunch fundraiser. The funds raised this year will be going towards furniture for the new room and books!

Remembering Our Past

July 28th marks the 100th anniversary of the start of WWI, which ushered in modern warfare and changed the global political landscape. Carnegie Regional Library will be displaying an exhibit of WWI memorabilia, WWI collection of books, both Historical Fiction and NonFiction, as well as DVD's for the month of July to commemorate and honor the participation of the United States and its citizens in the war effort.

Kenmare Refuge Day

Staff and volunteers from the Des Lacs National Wildlife Refuge put together a fun treasure hunt for the kids, using the same technology they are using to track moose. The kids got hands on experience with the GPS devices and followed the directions to a treasure (which were really big antlers). We also got to see maps and travel patterns of local moose and the refuge director shared the science behind the devices and tracking collars as well as the reasons they track the moose. It was a blast. With special permission from the director we also had a scavenger hunt (not allowed to take anything off of the refuge) and made clay impressions from the items they found. We ended with solar s'mores which the kids loved. Here's a link to the plans in case anyone else is interested in this project... http://climatekids.nasa.gov/smores/

Lego My ILibrary.

Kalan Davis, a former University of North Dakota/Chester Fritz Library employee, created this replica of the Chester Fritz Library out of Legos, complete with staff! To see more pictures visit the UND's Facebook Page: https://www.facebook.com/myUND

Fizz...

Fizzy Afternoon

The Cavalier Public Library hosted a fizzy activity time. Staff added mentos to soda bottles and let the science do the rest. Looks like it was a great afternoon.

A Booming Storytime

The Lidgerwood Public Library Story Hour began on Thursday, June 5, with John Blixt as a special guest, who did the volcano experiment. He showed the different rocks of the volcano and let the kids pass them around, and at the end he passed around a rock and asked the kids if they knew if the rock was from a volcano from the information he gave. They all answered the question correctly. The volcano gave only a small eruption. The next week the students learned about tornadoes. On June 19 the kids did a scavenger hunt for bugs in the library and learned about bugs, and the last story hour was about sound.

Story Time Success

Carrington City Library had another sucessful summer reading story hour. They have had a number of great volunteers helping out throughout summer reading!

Read!

DiGiTAL DELiGHTS

Did you know?

Sibilian Kahn sits while a sheriff stands behind him. Kahn was the defendant tried for murder at Minnewaukan March 25-April 3 for the murder of Hussan Abdalla at Oberon, N.D., July 20, 1912.

You can also see photos of the jury and judge at http://digitalhorizonsonline.org/ —see how many digital North Dakota gems you can find!

Photo Credit: State Historical Society of North Dakota (10121-201)

DIGITAL HORIZONS A Plains Media Resource

Please submit North Dakota library news and Flickertale "subscribe" or "unsubscribe" requests to ndslpa@nd.gov.

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