



Flickertale



**2022 United for Libraries Virtual:
Trustees, Friends, Foundations
FREE Registration for North Dakota Libraries
August 9-11, 2022**

The North Dakota State Library has purchased statewide registration for all library directors/staff, Trustees/board members, Friends, and Foundations in North Dakota. Registration includes live and on-demand access to all sessions.

Description

This three-day virtual event will feature expert speakers on current topics facing library Trustees, Friends, Foundations, and staff who work with them. Confirmed sessions include:

Keynotes:

- Diversity Training That Generates Real Change: Inclusive Approaches That Benefit Individuals, Business, and Society
- Library Workers are NOT Okay: How Trustees Can Support the Health & Well-Being of Library Staff

Sessions:

- Community Needs Assessment: Informing Library Goals and Strategy
- Diversity in Library Boards, Friend Groups, and Foundations: Successes and Struggles in Recruiting and Retaining Diverse Members
- Our Collection & EDI: A Richmond Public Library Story
- Power Up Your Annual Fund Drive!
- Practical Policy Management: A Guide for Trustees
- Preparing for a Material Challenge
- Successful Bequest Fundraising: Planned Giving Lessons from the Field
- Tweeting to Congress: Library Social Media Advocacy

Registration

Registration is required for live and/or on-demand access. Choose the option below that best meets your needs:

- **Option 1:** If you are registered in the North Dakota Statewide Course at <https://elearning.ala.org/>
 - Click [here](#) and you'll be automatically registered in the 2022 United for Libraries Virtual course. OR
 - Complete the alternate registration form [here](#).
- **Option 2:** If you are ***not*** registered in the North Dakota Statewide Course at <https://elearning.ala.org/>
 - Complete the alternate registration form [here](#).

Niche Academy Highlight

by Al Peterson

Financial Literacy

Two new tutorials have been added to Niche Academy about the topic of financial literacy. These tutorials, presented by Dan Korr of Valchoice, provide librarians with information that can be passed on to their patrons.

The first new tutorial is Financial Literacy During a Pandemic, which shows how patrons impacted by COVID can save money on their car insurance and find companies that provide the best protection and value.

The Financial Literacy for Inflation tutorial shows how patrons impacted by inflation can save money on their car, renters, and home insurance and find companies that provide the best protection and value.

You can find these tutorials in the Library 101-Issues Libraries are Facing category at <https://my.nicheacademy.com/northdakotastatelibrary?category=10089>.

Check out Niche Academy for these and other great, free tutorials to educate yourself and your staff.

Digital Delight



Chester White pig on the Tangsrud farm, Divide County, N.D., 1927

A large Chester White pig stands next to a barn. Nicolai Tangsrud and Egil E. Tangsrud can be seen behind the pig.

Courtesy of Digital Horizons (North Dakota Memories Collection, ND State Library)

<https://bit.ly/3yYliGa>



"Library Signage and Wayfinding Design: Communicating Effectively with Your Users" by Mark Aaron Polger

"This book connects wayfinding and signage with user experience (UX) design principles to assist libraries in creating positive, welcoming signage that communicates effectively and efficiently. Take a more user-centered approach to crafting library signage with this handy guide. Well-designed signage is clear, direct, and reduces confusion and frustration among library users and library workers alike—and also complies with the Americans with Disabilities Act (ADA), bolstering accessibility."



To request this title, visit the State Library's online catalog at <https://polaris.odinlibrary.org/>, call 701-328-4622, or send an e-mail to statelib@nd.gov.



Minot Public Library hosts family storytime

MINOT, N.D. (KXNET) - The Minot Public Library will be hosting a family storytime Saturday, where the whole family can enjoy a good read. Family story time is a regular occurrence at the library. However, every month the library will bring different community helpers come and read to the families.

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Summer Reading Program 2022: Lake Region Public Library Update

NORTH DAKOTA - The Lake Region Public Library's Summer Reading Program is almost finished. Beginning on June 6, participants were encouraged to track their reading times and/or titles to redeem for prizes at the end of the program. The official end date of Oceans of Possibilities is Saturday, July 16.

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Minot Daily News

Friends of the Library book sale today

The Friends of the Minot Public Library, a nonprofit group committed to supporting the city library, is hosting a one-day book sale today from 9 a.m. to 8:30 p.m. The book sale is a free-will offering fundraiser. No prices are assigned to any of the items in the Hidden Treasures book sale room; shoppers are [...]

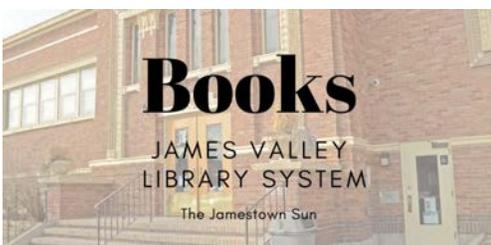
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Bismarck library presents Thinking Money for Kids

Join in at the Bismarck Veterans Memorial Public Library in the Children's Library for a kickoff event on July 16 at 10 a.m. for Thinking Money for Kids, a traveling exhibition designed to teach kids and their families about money.

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Shirley Meidinger leaves \$200,000 to Alfred Dickey Public Library

JAMESTOWN - The James River Valley Library System Board of Directors unanimously approved depositing \$200,000 that the late Shirley Meidinger donated in her will to Alfred Dickey Public Library into the Jamestown Community Foundation.

[Read More](#)



Minot Public Library hosting one-day fundraiser on Wednesday

MINOT, N.D. (KXNET) - The Friends of the Minot Public Library, a nonprofit group committed to supporting the city library, is hosting a one-day book sale Wednesday from 9 a.m. to 8:30 p.m. The book sale is a free-will offering fundraiser. No prices are assigned to any of the items in the Hidden Treasures book [...]

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Minot Public Library: Preparing Readers of the Future

MINOT, N.D. (KXNET) - Public libraries play an important role in education and literacy in communities. At the Minot Public Library, you can find people of all ages reading books, participating in events, and utilizing resources. The Minot Public Library has something going on almost every single day and the main group these events are catered to is children.

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'Are You Tiny?': Bismarck woman's new children's book about acceptance, kindness

BISMARCK, N.D. (KFYR) - No two people are exactly alike. We're all different and we all have special characteristics that make us special and set us apart from others. That's the message behind a new children's book, written by a Bismarck woman. "Are You Tiny?" is Michelle Farnsworth's first book, inspired by her own life.

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Marketing Grant Takeaways

Submitted by Michele Seil, Carrington City Library Director

I became an avid reader at the age of eleven when I discovered the public library! I walked there almost every day all summer long. Who knew there were all these adventures and treasures and stories... and they were all free with a library card! Since then, I've remained an avid reader but not always a regular library patron. There were long stretches when I never stepped foot in a public library, despite my love of reading: As a high school student, I used the school library, and as a young working adult, I frequented the bookstore instead of the library (what was I thinking?!?!?). Why, you wonder, am I telling you all of this? Reflecting on my relationship with books and reading helps give me perspective on my library's relationship with its regular patrons and lack of relationship with all those people in my community who I think should be patrons but aren't.

There are people in my small town who don't even know there's a library.... No kidding! When I became the Carrington City Library director three years ago, I quickly learned that a library – like any other business – needs to purposefully market itself. I've been actively scheduling programs, hosting special events, presenting weekly story times, leading STEM and craft activities, and offering classes. I'm on the radio once a month, in the paper at least once a month, and on social media with frequent posts, and still there are people who do not know there's a library! By analyzing patron visitation data, I know that teens, rural community members, and parents with young children are patron groups that underutilize the library and its services, and the Marketing Grant offered through the North Dakota State Library was an opportunity to build a marketing strategy that could target these three groups as well as all patrons and potential patrons in general.

I worked with a marketing professional who used surveys and focus groups to connect with members of our library community, especially the three target areas. There's a lot to think about in the final report, and some of my "takeaways" from the marketing plan may be "food for thought" for other library directors, especially those in rural communities:

- Evaluate the library's motto and logo – does it encompass the essence of our mission?
- As expected, social media is a large part of reaching patrons, especially young adults with children and teens. Our social media doesn't "follow back" a lot of our followers, but doing this and asking to follow others may help increase the number of people we reach.
- Previous efforts to establish a teen advisory board faltered. This should be a priority for reaching teen patrons and might be done in conjunction with the high school library.
- Explore more unique programming (Teddy Bear Tea, Toy Check-out, cooking class, Adulting 101, Nerf Wars), especially with teens in mind.
- Offer a "Try Before You Buy" certificate for a trial use of library services before a rural patron would need to pay for a membership.

- Provide after-hour services for patrons using a locker to get materials.

A strategic plan to market our library is an excellent next step in fulfilling our mission and enriching the lives of the community. Realistically, I understand that not everyone will want to be a library patron, but my personal goal is to never again hear, "I didn't even know there was a library." Thank you to the State Library and the Coordinating Council for making this marketing grant available to us.



STEM Kit - Robot Wars

Robot Wars is a fun-filled coding game for 2-4 players that requires no prior coding skills or experience. This game introduces players to how a computer executes the code through sequential logic, using Java code blended into English commands. Players will develop skills in sequential logic, conditional logic, if-else syntax, while loop syntax, for loop syntax, functions, bugs, and robotic movements.

This kit comes with one inventory sheet, four board games, each containing one rule book, one game board, four celeb markers, one deck of instruction cards (32), one deck of resource cards (31), eight shoot forward cards, and four rotate and shoot cards.

Ages 7+.

No device is needed for the Robot Wars Coding Strategy game.

Additional resources can be found on the STEM Kit LibGuide found at <https://library-nd.libguides.com/STEMkits/robotwars>.

Kits can be checked out for eight weeks and reserved up to one year in advance. No more than three kits can be checked out at one time. Kits for school or classroom use need to be checked out by the Library Media Specialist. To see when this kit is next available, check out [KitKeeper](#).

**What do you think
about the Flickertale?**



We want your feedback!

PLEASE TAKE THE SURVEY

<https://forms.office.com/g/Quti8qcfAq>

Other News, Grants, and Webinars

More webinar information can be found at:
<http://library.nd.gov/publications/webinars.pdf>
<https://library-nd.libguides.com/c.php?g=1018436&p=8791171>.

Laura Bush 21st Century Librarian Program

The Laura Bush 21st Century Librarian Program (LB21) supports the training and professional development of library and archives professionals; developing faculty and information leaders; and recruiting, educating, and retaining the next generation of library and archives professionals in order to develop a diverse workforce of library and archives professionals and meet the information needs of their communities.

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National Leadership Grants for Libraries

The National Leadership Grants for Libraries Program (NLG-L) supports projects that address critical needs of the library and archives fields and have the potential to advance practice and strengthen library and archival services for the American public. Successful proposals will generate results such as new models, tools, research findings, services, practices, and/or alliances that can be widely used, adapted, scaled, or replicated to extend and leverage the benefits of federal investment.

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Library Collection Grant

To expand book offerings in local libraries, the trustees of the John & Elaine Andrist Charitable Trust have created the Library Collection Grant. The Library Collection Grant is an opportunity for libraries in western North Dakota to access up to \$500 for each individual library to put more diverse books in the hands of their readers and communities.

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I Love My Librarian Award

Has a librarian made a difference in your life or gone above and beyond to serve your community? The I Love My Librarian Award invites library users like you to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Each year, up to 10 librarians are honored at a ceremony held in their honor and receive a \$5,000 cash award.

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To submit content ideas for a future issue of the Flickertale, please contact BreAnne at ndsipa@nd.gov. Times referenced in the Flickertale are Central Time Zone.



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