Made to Stick : The Book by Chip and Dan Heath, Adapted to a Library Audience

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Business

President’s Message 2 Kathy Watson
From the Editor 3 Mary K. Bolin
Call for Submissions 3 Editor
Submission Guidelines 3 Editor

Feature Articles

A New Look at NWCentral: Your Clearinghouse for Continuing Education 4 Roberta Richards
Papers and Presentations from the PNLA 2008 Annual Conference
Traveling the Information Goat Trail: Serving the Very Distant, the Involuntarily Clueless and the Self-Described Techno-Peasant 5 Theresa Kappus, Kelly Jenks
Gather Data, Build Programs, Strengthen Teaching 10 Sue Samson
Strategic Learning Opportunities 16 Jennifer Wilson, Rhiannon Gainor
A Moveable Feast: A Veritable Cornucopia of Books for Readers of Every Taste 19 Jennifer Hills, Beth Twitchell
Made to Stick: The Book by Chip and Dan Heath, Adapted to a Library Audience 22 Samantha Schmehl Hines
Reading the Region 2007-2008: Award Books from the Pacific Northwest 24 Janelle M. Zauha
The Conservation Kitchen: Basic Tools for Any Preservation Recipe 27 Diane Hutchins, Marcea Horst, and Laurie Fortier
I Want That One Book: Teen Lit to Reel Them In 28 April Witteveen, Leigh Ann Morlock
Story Time Puppetry for Ones and Twos 30 Steven Engelfried
Embracing Technology: A Learning Opportunity for Library Staff 33 Liisa Sjoblom, April Witteveen
Information Commons: Cooperation Makes It Work! 37 Bruce Arnold, Charles Kamilos
Integrating Information Literacy within the Disciplines: A Faculty-Centered Approach 39 Jelleen Miller, Karen Carlberg

THE OFFICIAL PUBLICATION OF THE PACIFIC NORTHWEST LIBRARY ASSOCIATION

PNLA Quarterly: The Official Publication of the Pacific Northwest Library Association

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The PNLA Quarterly is indexed in Library Literature and Library and Information Science Abstracts.
Greetings to all! This is my first message to you since the passing of the gavel at the membership meeting in Post Falls where I officially became President of the Pacific Northwest Library Association. My year as First Vice President/President Elect, with its accompanying 7 months of presidential responsibilities was one that was full of new experiences, new friends, and lots of learning. It also went faster than any other year of my life!

Our 2008 Annual Conference was a great success, in spite of, and perhaps even in some strange way, because of extra stress that came along at the last minute. The story is probably well known by now, but let me fill you in just in case you had to miss the conference.

The Governor of Idaho had requested that two counties in North Idaho be declared a national disaster area because of extreme snow levels and the spring flooding that came after. Post Falls was part of that area, and the Templin's Red Lion Inn had contracted with the Governor's Office and FEMA to provide their meeting and guest rooms starting the Saturday our conference ended. However, once the President of the United States makes the proclamation, FEMA has only 48 hours to be on site...hence, a collision of some magnitude for the Red Lion and the Pacific Northwest Library Association.

Some of the meeting rooms were switched and 37 of our attendees were given rooms in other hotels. The Red Lion shuttled (at Red Lion cost) our members to and from the conference site and their hotels and made a financial offer to help PNLA out. I asked that they meet with our Board on Wednesday afternoon and discuss the issues with all of us. Then, as a Board, we discussed the matter, how each Board member felt about things, and what we thought would be a reasonable "settlement" with the Red Lion.

The General Manager and the Director of Sales for the Templin's Red Lion then met with us, listened to my statement recappping the decisions the Board had made, and promised that they would be back with us before 5:00 pm when the Board meeting ended. The bottom line was that the Pacific Northwest Library Association was given almost $5,000 off of our conference bill, members were shuttled upon request, we all found our way around to new room assignments, the venue was lovely, the programs and speakers most interesting, and we had a fine time. Librarians are so resilient! The Red Lion was so gracious!

2009, my "Presidential" year, is also the Centennial Year for the Pacific Northwest Library Association. It is my goal to work towards creating a stronger presence for our Association throughout the Northwest and the larger library communities of Canada and the United States. And in the process, to help grow the membership numbers for PNLA.

Often we see the question posed, “How does it benefit me to belong to a professional organization?” It is my thought that there are as many answers to that question as there are people asking it. For a long while, I joined Idaho Library Association because I could more likely attend the annual conference and hear from authors. I must admit, meeting the authors is still a big deal for me!

Just as there are many, many reasons for joining PNLA, there are many ways to help create a greater presence for our association. I ask that each of you consider the questions of “presence and membership growth” and email your thoughts to me at kwatson@marshallpl.org. Together we will celebrate 100 years of success, and move forward into the next 100 ever more successful years.
From the Editor

MARY K. BOLIN

PNLA can be proud of the librarians in the states and provinces that are part of the association. The values of our profession are plainly demonstrated by the actions of librarians in the region. Know what I’m talking about? You probably do, but, if not, just google “Alaska librarian ban books.” Intellectual freedom is alive and well in the Northwest! We can also be proud of the very fine PNLA 2008 annual conference. This issue contains a number of papers and presentations from that conference on a range of interesting topics.

Call For Submissions

All contributors are required to include a short, 100-word biography and mailing address with their submissions. Each contributor receives a complimentary copy of the issue in which his/her article appears.

Submit feature articles of 1,000-6,000 words on any topic in librarianship or a related field.

We are always looking for short, 400-500 word descriptions of great ideas in libraries. If you have a new project or innovative way of delivering service that you think others might learn from, please submit it.

Winter Issue (Deadline December 1, 2008)
Spring Issue (Deadline March 1, 2009)

Please email submissions to mbolin2@unl.edu in rtf or doc format.

Submission Guidelines

Format
Please submit all documents as either a .doc or an .rtf

Font style
PNLA Quarterly publishes in the Verdana font, size 8.

Spacing and punctuation:
• Please use a single space after a period.
• Please use full double dashes (i.e., “–” not “--”)
• Please place punctuation within the quotation marks.
• Please omit http:// when quoting Web site addresses
• Please place titles within text in italics (not underlined).
• Please do not capitalize nouns such as “librarian” unless the word is included in a title.

Spelling
Web site, Internet, email, ILL; please use the spelling conventions of your country.

Citation Style
Please use whatever style you wish, as long as it is used consistently.

Additional Information
Please submit a 100-word biography and postal address with article.
A New Look at NWCentral: Your Clearinghouse for Continuing Education

Roberta Richards

Hollywood librarians can rattle off answers to random reference questions from the tops of their heads. In Desk Set, Katherine Hepburn’s character Bunny Watson chirps into the phone, “the author is Henry Wadsworth Longfellow” and proceeds to quote Hiawatha from memory. We real librarians view our Hollywood counterparts smugly, secure in our knowledge that we don’t have to have all those facts in our heads, as we have the tools and skills to look them up.

Some days, however, don’t you feel as if you really are expected to know how to do everything? Can you make a screencast tutorial of that database? How about setting up a Meebo widget, or connecting with texting teenagers, or figuring out the copyright implications of an ILL request? And do you Twitter? Keeping up is a challenge in this period of transformative technology and sky-rocketing patron expectations. For library staff committed to staying abreast of the ever-changing ways to best serve our communities, NWCentral (Northwest Continuing Education Network of Training Resources for All Libraries) can help.

If you have not had a chance to visit NWCentral (www.nwcentral.org), please do! This is what you’ll find:

• An events calendar with all sorts of library trainings, meetings, and conferences in the Pacific Northwest and online.
• Handouts, tutorials, presentations and weblinks on a range of library topics
  • Conference presentations
  • Scholarships and grants information
  • A speaker’s bureau listing experts willing to share their knowledge
• And more – with much of the content contributed by members of the local library community.

Plan to spend some time on your visit to the site!

NWCentral was first introduced to the library community in Oregon and Washington in June 2006. The pilot version of this web site was developed by PORTALS, the Portland Area Library System consortium, with LSTA funding from the Oregon State Library. Under the leadership of Sheila Afnan-Manns, the project began with a series of focus groups to assess library staff’s continuing education needs. Two themes emerged from these focus groups. First, library staff want a ‘one stop shop’ for finding trainings and resources on the whole spectrum of library topics. Second, this ‘one stop shop’ clearinghouse should have a local feel, and be full of community connections. Sometimes you want more than a list of steps to follow, for example, set up a chat reference service. What you really want is to talk to someone who has actually done it in a real library.

The goals and specifications of the NWCentral project as defined in the focus groups were adeptly transformed into computer code by Rachel Bridgewater, using the open-source content management system Drupal. A voluntary Advisory Group came together to market and guide the project. After the pilot of NWCentral was launched in June 2006, enthusiastic volunteers began adding content to the site and spreading the word at conferences and on library lists. Portland Community College Library offered permanent hosting for the site. Both the Oregon Library Association and the Washington Library Association established liaisons to NWCentral. In April 2008, NWCentral served as the official repository for presentations from the OLA/WLA joint conference.

A refined and expanded version of NWCentral will be released this fall, probably in late October. This bare-bones operation had not conducted usability testing, and it became clear that refinements to the web site were needed for the project to reach its potential. The Oregon State Library provided a follow-up LSTA grant to fund usability testing and a re-design of the site. This work is being done by Paul Irving and colleagues at Insite Web Publishing, the talented team that created Multnomah County Library’s wonderful website and recently launched a website for the Kalamazoo Public Library. The expanded NWCentral site will include additional categories for more precise topic browsing. Grant-funded content harvesters will ensure that all the new categories

continued on page 18
We open our presentation with a short video of footage taken behind the wheel while out and about this past spring on our Canadian adventures. While working with the film, we were musing about the symbolism of the "ROAD" and the "JOURNEY" we are all on; yes, personally and for the purposes of our meeting today, professionally, as we experience the journey of discovery in providing services to our non-local patrons. First, a word about our presentation title: the "goat trail" is both literal (driving along a narrow road on one of our teaching trips into Canada, Kelly exclaimed "This is a goat trail!") and figurative (we want to be trailblazing, but usually we’re trudging along a rough path, trying to keep our footing). The user types in the subtitle are fairly obvious, but in case you were wondering, here's our definition of each.

The Very Distant – These are those students who are physically very distant from campus. They may be on the other side of the country, out of the country, in the country, on a dinky island off Alaska or even on a battleship. The "very distant" for us especially means those folks for whom everything is distant. Sometimes our very distant students have additional concerns like very poor internet connections that make accessing resources very difficult.

The Involuntarily Clueless – You know these people. They are adult online students and sometimes younger on-campus students who don’t think about using the library because to them, libraries are still just books and card catalogs. They don’t know we have online databases, full-text articles, interlibrary loan and other great services available for them to use. To make matters worse, their professors aren’t telling them.

The Techno-Peasants – I borrowed this term from an e-mail I received from one of our graduate students. In it he said, “Thank you for your kindness and patience in helping this techno-peasant.” Like that student, “techno-peasants” don’t frequently use computers or the internet on a regular basis. As a result, you can expect them to have either outdated computers or the newest laptop on the market that they have no clue how to use, and neither do you. Anything online is confusing and online classes present a huge obstacle for them. But we’ll take their tuition money, won’t we?

Our good fortune, professionally, has been to fall into an institution with a rich history of support for distance learners. Let me introduce you to Gonzaga University and give you a glimpse of our journey with non-resident student populations. We have approximately 6000 students (not counting the law school) and about 700 faculty. Gonzaga is a Jesuit/Catholic University located in Spokane, Washington and was founded on the principles of service and outreach by people whose core values are faith, transforming love and justice. I think it is not uncommon for organizations to struggle with the formation and implementation a mission, and while we are far from perfect in our talk or our walk, the Jesuits live, and encourage others to live, on the frontier physically, spiritually and intellectually. In many ways that is what we are talking about here today: how to reach people who are living, working and learning on the information frontier. At GU the first distance classes were taught in 1982 and library support for students in those programs began in 1988. Actually, we are one of the nation’s “first responders” in this field. Taking our inspiration from the Black Robes, we have often billed ourselves as “Information Missionaries” and we and our students get a kick out of the analogy. Our goal today is to facilitate exposure to ideas and we hope to get as much as we give! We want to hear your stories: what you have tried—what is working and what is not! As we share in this way, hopefully we can all get a little comforted that we are not alone and inspired by new possibilities.

As mentioned above, Gonzaga University began offering distance programs in 1982. By 1988 when the first distance librarian came on board, the School of Education had students in 25 off-campus locations in Washington state and western Canada. The School of Professional Studies started its venture into distance education in 1987, offering its Masters in Organizational Leadership program to eight students at a center...
Traveling the Information Goat Trail: Serving the Very Distant, the Involuntarily Clueless

in Colville, WA. Library support at that time, included a toll-free number, article delivery by mail, interlibrary loan services, video instruction and of course, reference assistance. A few years later, some sites were outfitted with library technology: a computer and our library catalog on CD-ROM. In the early 90’s the library was looking into using electronic mail for “message communication” and article delivery using a fax machine.

Kathleen O’Connor, our first distance librarian, tells great stories about the “olden days” of distance services at our library. Back then, approximately 200 research-hungry Canadian students would arrive in Spokane for their summer residency. The library was on red alert, as each student needed to make an individual appointment for research assistance. Librarians worked long hours meeting with students from 7am – 9pm. Kathleen says “it was like the Christmas rush”. Database searching, of course, meant dialing up Dialog. Only librarians who were well-versed in commands and field names and adept at manipulating search strategies could unlock the contents of databases. Students would reimburse the library for the “expensive” search fees; paying (in 1986) $7-$12 for a search with 20-30 citations. Then the flood of photocopying would begin and the ILL office would be snowed under until the end of July.

Kathleen also started our site-based instruction visits, traveling to various cohort groups throughout western Canada. On one seven-cities-in-seven-days excursion, she took along a computer and ERIC on CD-ROM, met individually with students and printed off the desired search strategy for their research projects. Upon her return to campus, she replicated each search, printing out the results, often working from home on the weekends. “Remember, this was in the days when 20-30 ERIC citations could take up to 45 minutes to print! Those results were then mailed to the students, who would subsequently call the library to request the articles they needed. Which were, of course, mailed to them. (Is anyone calculating the turnaround time, here?) Those were the true goat trail days and all of our institutions have been there.

Today, Gonzaga’s School of Education supports approximately 400 graduate students the majority of whom live and take classes in British Columbia or Alberta. The classes are still taught face-to-face and use only a few online components: email mostly and occasionally Blackboard. Typically, you will find a Gonzaga professor teaching a cohort comprised of 18-20 students. Only the Counselor Education students come to campus in the summer and there’s only about 25-30 of them. No more marathon days for our librarians during July!

The School of Professional Studies has our fastest growing distant student population with over 900 students enrolled in Organizational Leadership programs that are delivered entirely online. There are an additional 200 or students in the graduate Nursing program, which moved to an all-online format in 2007. Ironically, with all our online capabilities and services, it is these online students that are our biggest outreach challenge.

Access to library resources and support is much easier than it was in the early days of distance learning. Anyone with decent internet service can access the library catalog and a host of online databases that anyone can search, even if they don’t know what “Boolean” means. Even interlibrary loan is easier; maybe even too easy considering the expense. Email, though deemed archaic by some of incoming freshmen, is commonly used for “message communication” as well as for reference assistance and document delivery. Yet, no matter how sophisticated we get with online resources, our most successful method of outreach to distant students is still through human contact. At Gonzaga, our best library support for our distant learners is still our 800 number and the extremely helpful staff who answer the phone. (Yes, I’m bragging – my co-workers ROCK!) Our site-based face-to-face instruction sessions work so much better than any online tutorial ever could. Some of the other outreach and education services we offer are:

- Library “practice guides” – These are on the distance services page in PDF format. Students can print a copy and have it next to their computer while they go step-by-step through an introduction to using the library.
- Online tutorials – We link to EBSCO’s database tutorials. While Foley Library has a few in-house tutorials, they are in dire need of updating (and we’re in dire need of the time to do that!).
- 24/7 chat service – Our “AJCU Virtual Reference” service is provided through a partnership with 17 other Jesuit institutions and Tutor.com.
- Embedded librarians in Blackboard courses – We are in the very early stages of this endeavor.
- Video instruction – Even though only one professor still requests this of us, we try to make a new one every year.
- Ongoing communication with professors and departments. This year we hope to meet with many of our distance education faculty and give them an update on the library.

We know there are Web 2.0 options we could employ (the library has a wiki and a del.icio.us account), but we’re hesitant to invest much time for our distant/online students, mainly because most of them are busy older adults who would probably react to such things with utter confusion or complete disinterest. We continue to experiment with 2.0 applications and keep our eyes open for opportunities to make use of them at work, but nothing has seemed to “fit” so far.

Unfortunately, some of the problems we faced at the beginning still plague us today. In addition, changes in the programs themselves and the popularity of online education in general have offered new challenges. Maybe some of you share some of these challenges.

- Who are our online students? How do we let them know we’re here and what we have to offer? Distant or online students aren’t easily identified from student records and to add to that concern, new students can start online programs at any time during the year. Communication with the departments or through the instructors helps, but we want to do more.
- Who’s teaching? Keeping up with the current faculty and adjunct faculty in the world of compressed classes is an issue. Staying on top of who’s teaching what and when with classes starting here and there is a challenge!
- The enrollment went up how much? There’s a snowball effect here. Ever-increasing online enrollment,
I live in Germany, and have therefore not used any of these. [i.e., library catalog and databases]

I have completed one semester online, and never heard of any of this until a couple of weeks ago!

You have made the most valued improvement - informing me that you exist . . . I wasn’t aware of the services you offered for online students.

These are our students talking. Bypassing a lot of deep intellectual learning theory discussion, let’s look at what we know about our students, especially adult learners, from our experiences working with them. We know there are students:

- who have no idea that libraries have evolved beyond the card catalog and books
- whose instructors assume that they DO know all about library resources and how to use them.
- who know about library resources, but they can’t use them from home because they don’t have a computer or the only internet service available to them is dial-up.
- who are so panicked about using technology, that even while we are helping them, a little voice in their heads keeps screaming “I can’t do this!” These are the ones that return with the same questions over and over again, feeling less competent each time.
- who don’t even know the basics, like what "click" means and you might as well forget about "right click"!

At this point in the presentation, we asked participants to “voice your vexation”. Divided into small groups, there was a mix of academic and public librarians and all of them had stories to tell about serving their own very distant, involuntarily clueless and “techno-peasant” library users. Many of their issues are shared by all:

- the resulting increase in workload, combined with increasing costs for services...well, it even gives the administration a headache!
- What do you mean the bookstore isn’t open? We are experiencing somewhat of a culture clash at Gonzaga. Online programs run in 8-week sessions throughout the year and the students “attend” classes whenever. However, while much of the university still operates on an on-campus, semester-based, 8am-4:30pm system. But the library is open and we get the questions, don’t we?
- Who helps the "techno-peasants" and the "internet challenged"? Is that really our job? In an article published in The Journal of Library Administration, Katherine Holmes writes: "regardless of their relative comfort or discomfort in online learning, all students must navigate the World Wide Web in order to access the library catalogs and databases." (Holmes, K. E. (2002). A kaleidoscope of learning styles: Instructional supports that meet the diverse needs of distant learners. Journal of Library Administration, 37(3), 367.)

So, even if the students are in “real” classes, they become online students when they come to us; so maybe it is our job?

These problems are not new or unique, but they are a source of constant consternation, nagging at our instinct to provide excellent service and weakening the perception of ourselves as helpful, compassionate people of the library persuasion. There’s just not enough time to do it all, is there? There are still only 24 hours in a day and some of those we want to spend with our families, our remodeling projects and our motorcycles. And whenever you start feeling like you have a handle on things, you do a survey and get comments like these:
Traveling the Information Goat Trail: Serving the Very Distant, the Involuntarily Clueless

Now that we’ve discussed the problems, let’s talk about what does work for us. Though it’s a takes a lot of time and money, our teaching trips to Canada have truly been one of our most successful library outreach programs. The students in Canada know more about the library than our online students due to a couple of factors. Their professors come from the Gonzaga campus and they usually the first ones to introduce the library to the students. The Counselor Education students mentioned earlier have an on-campus component during the summer, so they get to know us personally. About six cohorts each year will get a library instruction visit from us, although in 2007-08 we visited a record ten cohorts thanks to some financial and organizational assistance from the School of Education.

PARTICIPANTS “VEXATIONS”
- Difficulty in promoting services
- Changes in personnel and/or a high turnover rate in faculty
- Problems identifying distant/online students or needy clientele
- Who is the student/library user?
- Where is the student/library user?
- “Clueless” clientele who don’t know they need help, don’t know about computers, have never used the internet before, etc. (one librarian mentioned users who pick up the mouse and point it at the computer as if it were a TV remote!)
- Software/Hardware incompatibility issues with users’ machines vs. library resources and ability to help
- Lack of consistency: each distance program on campus is different
- A trickle down reference system that leaves the librarian with incomplete reference questions to answer
- Students are frantic. They need it now!
- How do we communicate?

How do these visits work? They start with a call from a professor or department chair asking for an instruction session for one or more of their cohorts. Due to the high cost of travel, we always try to schedule one class with at least one more with another nearby cohort. “Nearby” is relative when we’re teaching in off-campus locations. On one trip last spring, Theresa flew to Prince George BC to teach a class on one evening, then drove five hours the next day in order to teach another group in Fort St. John; not exactly close, but still in the neighborhood relatively speaking. A couple of weeks later, we packed our gear and ourselves into the library van and set off to teach five cohorts in four locations: Cranbrook, BC; Lethbridge, AB; Calgary, AB and Hobbema, AB. When we take off on one of these trips, we go very well prepared. Over the years, Theresa has developed a checklist so we don’t forget anything important.

The checklist helps us focus our preparations and boy do we have stories about when we weren’t prepared! There was the time when Kelly got caught without a passport or a valid birth certificate when we tried to reenter the USA. She had her “certificate” from the hospital, but it wasn’t good enough for the grumpy border guard who let us in only after checking Kelly against his “list”. We just sat there in our respective pools of sweat until he begrudgingly let us back into the country. “Don’t let it happen again!” he growled. We haven’t! We have other stories about misadventures on the road; like the time Kelly got herself locked out of the school during the class we were teaching. Then in Lethbridge, the school where our class was meeting was so new, it wasn’t listed on GoogleMaps or MapQuest. The only clue we had was the name of the subdivision it was in. We’re not sure how we found it, but I suppose as “Information Missionaries” we might suspect the Holy Spirit or at the very least, the spiritual guidance of Father Pierre DeSmet.

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTIONS</th>
</tr>
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<tbody>
<tr>
<td>No internet access</td>
<td>• Power Point backup*</td>
</tr>
<tr>
<td>Firewall – no access to the proxy server</td>
<td>• Handouts with screen shots</td>
</tr>
<tr>
<td>and/or databases</td>
<td>• Step-by-step practice guides to send home with the students</td>
</tr>
<tr>
<td>Outdated computer lab</td>
<td>• Have someone check this beforehand</td>
</tr>
<tr>
<td>• no USB ports</td>
<td>• Power Point backup*</td>
</tr>
<tr>
<td>• incompatible operating system</td>
<td>• Handouts with screen shots</td>
</tr>
<tr>
<td>Students’ logins don’t work</td>
<td>• If possible, use the local school district’s databases to teach search</td>
</tr>
<tr>
<td>Teacher’s station isn’t functioning</td>
<td>• Backups of PowerPoint on CD-ROM and as an email attachment.</td>
</tr>
<tr>
<td></td>
<td>• Handouts with screen shots</td>
</tr>
<tr>
<td></td>
<td>• Lots of talking and Q &amp; A</td>
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Some librarians have the luxury of teaching off-campus students in satellite campuses, where they know what the situation will be when they arrive. We never know for sure. In five years of teaching in off-campus locations, Theresa has encountered a variety of challenging situations. Some of the more common ones and their solutions appear in this chart.

No matter what goes wrong, you can’t go wrong with simply talking with the students about the library. They will know more about the library and have a relationship with you that they didn’t have before. The best part of these sessions for us is connecting with the students. Unlike most of our

*We’ve learned to create and save Power Point presentations in the old format – not Office 2007!
Traveling the Information Goat Trail: Serving the Very Distant, the Involuntarily Clueless

on campus instruction classes, these graduate students are “with us” the entire time. Some of our classes are scheduled on non-class days and the students are come on their own time! They truly appreciate our coming and in turn we are impressed by their dedication. And then, there are the survey comments to prove the value of these encounters.

...if you hadn’t come to Hobema and shown us what was available I wouldn’t have accessed it at all, I wouldn’t have felt comfortable.

You came to Prince George to speak to our group about Foley Library services, and I really appreciated the overview. The library has been very helpful.

Keep the designated distance-learner librarian on staff. Absolutely the most helpful people I’ve ever dealt with.

After having the chance to share our biggest success story, we wanted to give our audience a chance to share their “Happy Trails” as well. Here are some of the great things happening at PNLA libraries:

So what are we looking into as we begin trekking into the future? We are collaborating with the School of Professional Studies to establish a more permanent and useful library presence in Blackboard. We have high expectations, asking to have every current student automatically enrolled in our library “class”. Fortunately for us, the administrators of those programs are listening! We want to update and create more mini-tutorials, making them more useful and accessible to our students. We are becoming pro-active advocates for computer literacy instruction for graduate students, encouraging departments to consider “Week Zero” modules for incoming students. As previously mentioned, we will continue to experiment with social networking to see if we can find an application that will truly benefit our students. Some days we still feel like dusty travelers on a goat trail, but we know many of our students are there too and that’s where they need us most.

PARTICIPANTS “HAPPY TRAILS”

- Our library offers classes to teach BlackBoard skills, how to use computers, etc.
- We make a strong effort to keep all staff informed and up to date on technology. It reduces staff anxiety and improves service.
- Get out information to patrons about best sources to use
- “Internal Outreach” - Educate & inform distance faculty and administration. Some of the faculty are unaware that their students need more specific instructions about what types of references to use on an assignment.
- Identify the distance education departments “point person” and nurture that relationship.
- Improve your library’s website for usability.
- Our distance librarian promotes the idea that all librarians need to think of themselves as distant librarians.
- Join a consortium to improve access to resources
- Create more programming directed at the technologically “lost and confused”
- Make more face-to-face contact with faculty and students
- Regularly visit other departments.
- Problems identifying students? Consider all students to be distant/online learners.
- One way to handle internet neophytes: Tell them a webpage is like a menu at a restaurant, you get to choose what you want to look at.
Strong Library instruction programs are based on good teaching and outreach to the library’s primary community. To build strong programs it is imperative to gather the data essential for identifying strengths and gaps in the program and to develop meaningful assessment tools for librarian instructors to strengthen their teaching. While gathering demographic data is a relatively straight forward, informative, and useful process, it is more difficult to gather good data about teaching effectiveness and even more difficult to gather good data about learning outcomes. Yet all of these data are central to connecting the library instruction program to the organizational and institutional missions and to building programs and strengthening teaching.

In a review of the literature, a number of authors have addressed the value of assessment in library instruction and teaching effectiveness (Knight 2002, Lakos and Phipps 2004, Matthews 2007, Stewart 1998 and Varnet 2005). Focusing more narrowly on the aspect of library instruction and learning outcomes, it is clear that carefully crafted research to connect information literacy and learning outcomes is an area that needs further investigation. A second and important aspect of library instruction in need of further research is that of methodologies to effectively embed information literacy into the curriculum beyond the standard one-shot curriculum integrated class or credit class. This paper describes methods for gathering assessment data and using this data to build programs and to strengthen teaching.

Gather Data
There are four basic aspects to gathering library instruction data that together provide the information essential to build quality programs and quality teaching. They include: program demographics, student and/or faculty feedback, teaching portfolios, and learning outcomes.

Demographics
Build your base of data on the groundwork of the demographics of your existing or potential instruction program and of your human resources. Identify your potential community that would benefit from instruction. For academic and school libraries, this includes both the student body and the teachers who instruct them. Each of these groups is a primary group that could benefit from instruction. Identify separate student groups—first-year, upper division majors, graduates—and assess the opportunities for outreach to these groups. Teachers/faculty and support staff are also essential groups the library instruction program should consider serving in multiple ways, including instruction. For public and special libraries, target groups for instruction can be identified through the primary mission of the library and the demographics of the community they serve.

Document the human resources available for participating in the library instruction program. How many librarians are available to teach? Are staff available to provide support for the development of teaching materials and to provide technical support for teaching equipment? It is easy to imagine that more personnel would make the task easier. However, establishing an operational baseline is an essential demographic.

Provide a comprehensive overview of all of the teaching that occurs in your library. This includes but is not limited to reference transactions, virtual reference transactions, one-on-one consultations, as well as workshops, credit classes, and curriculum-integrated classes. This instruction overview is the basis for establishing further demographics that include numbers of classes, numbers of attendees, etc.

At the Mansfield Library, an online booking system for teaching space provides the basic elements for demographics. Instructors include their scheduled classes in the booking system for all teaching sessions. Data for these bookings are then entered into a database and include class number, department, first-year classes, student enrollment, library instructor, and teaching faculty. These data are aggregated annually and serve as snapshot of the library instruction program for progress reports, identifications of strengths and gaps, and a source of information for discussions of needs and directions.
Gather Data, Build Programs, Strengthen Teaching

Gather the data, compile it annually, and establish charts and graphs to visually display this data in a variety of formats. Table 1 and Figure 1 are examples of ways to present the data in reports to administrators.

Table 1. This is a representation of demographic data collected at the Mansfield Library.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Reference Transactions*</th>
<th>Virtual Reference</th>
<th>Website Visits**</th>
<th>Room Use*** Attendance</th>
<th>Rooms Use*** Sessions</th>
</tr>
</thead>
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<tr>
<td>2000-01</td>
<td>48,981</td>
<td></td>
<td></td>
<td>5705</td>
<td>295</td>
</tr>
<tr>
<td>2001-02</td>
<td>30,184</td>
<td></td>
<td></td>
<td>6361</td>
<td>300</td>
</tr>
<tr>
<td>2002-03</td>
<td>43,176</td>
<td></td>
<td></td>
<td>8983</td>
<td>444</td>
</tr>
<tr>
<td>2003-04</td>
<td>30,875</td>
<td></td>
<td></td>
<td>9798</td>
<td>474</td>
</tr>
<tr>
<td>2004-05</td>
<td>34,459</td>
<td>801</td>
<td></td>
<td>10,711</td>
<td>729</td>
</tr>
<tr>
<td>2005-06</td>
<td>43,587</td>
<td>604</td>
<td></td>
<td>14,762</td>
<td>762</td>
</tr>
<tr>
<td>2006-2007</td>
<td>34,888</td>
<td>811</td>
<td></td>
<td>16,617</td>
<td>840</td>
</tr>
</tbody>
</table>

Figure 1. This is a sample of trend data of attendance in classes during fiscal years 2000-2007 and is based on the tabular data presented in Table 1.

Student Feedback

At a minimum, capturing student feedback imparts to students that the instructor cares. More importantly, a review of student feedback provides important information that allows the instructor to adjust their classroom instruction in response to the information gathered. If 75% of the responses indicate that the pace of the instruction was too fast, this is a source of information that would provide ample encouragement to slow the pace of instruction. An efficient way to capture student feedback is through the use of an online assessment form (Figure 2). At the Mansfield Library, these data are captured in a database and aggregated both by individual instructors for their annual reviews and by the program director for inclusion in annual progress reports.

Figure 2. Online student feedback form used at the Mansfield Library.
Gather Data, Build Programs, Strengthen Teaching

1. Who was your library instructor for this class session?

2. What is the name of your course instructor?

3. Enter the course number for your course (for example: SOC 101):

4. The relevance and usefulness of the content were:
   
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7. The opportunities for hands-on practice were:
   
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9. What was the most useful thing you learned?

10. What else would you have liked to learn?

Your anonymous assessment helps us improve the Library’s instruction program and may be shared with your course instructor.
Teaching Portfolios

A teaching portfolio is a useful assessment tool for self study and self reflection. In the midst of multiple demands and hectic schedules, it is enormously beneficial to compile a document that builds the personal groundwork for effective teaching. Traditionally, teaching portfolios are composed of the following information:

- Your teaching philosophy
- Your teaching responsibilities
- Your teaching methods and strategies
- Student evaluations (individual and/or aggregated)
- Peer evaluations
- Goals
- Sample lesson plans

The teaching portfolio is a substantive record of an individual's teaching accomplishments and can be effectively used to strengthen annual reviews, to connect position responsibilities to the institutional mission, and as an excellent supplement to a position application or interview.

Learning Outcomes

Data on learning outcomes are the most challenging to collect. Are the students learning what we teach? Having received information literacy instruction, are the students more successful or have better retention rates? To address this important aspect of library instruction, Matthews (2007) cites the questions we should be asking:

- Do different types of instructional modes make a difference in acquiring skills?
- How improved are library skills as the result of instruction?
- Are students satisfied with the instruction?
- Do students who receive instruction use the library more often?
- Does academic performance improve as the result of instruction?

A review of the literature clearly indicates that little data has been gathered to effectively answer these questions other than that of whether or not students are satisfied with their instruction. Matthews further delineates the challenges that gathering this information involves. His review of the literature found that:

- Testing of skills or competencies focuses on instructor and instruction and is too narrow.
- Little research exists on information literacy and academic success.
- Teaching faculty will have to be involved in the assessment.
- No research exists of the big picture perspectives, on information literacy and greater success in careers and lifelong learning.

An example of learning outcomes data is presented by Zoellner, Samson and Hines (2008). Using pre and post-test methodology, they present statistically significant data that identifies improved confidence levels of students in a general education public speaking class (COMM 111) after receiving library instruction. The library instruction component in this particular class is a collaborative design between the Department of Communication Studies faculty advisor and the First-year Experience Librarian. The librarian teaches the teachers, teaching assistants, who then schedule their classes in the library classroom and provide the information literacy instruction to their students. Further research at the Mansfield Library includes a project to assess the writing portfolios of English Composition (ENEX 101) students and those of students across the curriculum in capstone courses. The rubric from this analysis will also be used in a longitudinal study within the Department of English, tracking majors as they move from their introductory courses to their capstone course.

Another aspect of the concern about learning outcomes is to consider what methodologies exist for librarians to effectively embed information literacy into the curriculum beyond the standard one-shot curriculum integrated class or credit class. Teaching the teachers provides a direct path to integrating information literacy into the curriculum. If the teaching faculty are well informed, their students will be much more likely to receive accurate information about library resources and have assignments designed around existing sources.

At the Mansfield Library, all first-year experience outreach is built on the model of teaching the teachers. Information literacy instructional components are designed in collaboration with teaching faculty who supervise the teaching assistants in English Composition and Public Speaking and the upper division students selected to lead the Freshman Interest Groups. The emphasis of all of these teaching the teacher initiatives is that information literacy needs to occur throughout the semester as well as be a part of a library instruction session focused on a specific research assignment. In each case, the First-year Experience Librarian serves as consultant to the supervising faculty and to the teaching assistants throughout the academic year.

Another aspect of the role of the librarian as consultant is in collaboration with assignments and curriculum design. Multiple avenues exist for librarians to provide outreach to faculty as they build their syllabi. New faculty, less familiar with library resources, are particularly open to this collaboration. Besides direct contact with faculty teaching research and writing-intensive classes, it is also wise to contact the chair of the curriculum committee in each department. Depending on the strength of the working relationship with the department, librarians might seek information as to how they can effectively incorporate information literacy and provide a proposal for the same.

Finally, embedding in classes as a research consultant provides a great opportunity to meet the students, assist the faculty, and provide service above and beyond that available in a one-shot scenario. By being present when a research assignment is given in class, the librarian can immediately answer questions related to the information resources useful in working on the assignment, introduce themselves to the students, indicate their availability through office hours, and further establish the student-centered service of good instruction at the point of need.

Build Programs

Data is not emotional and yet it speaks volumes through the information it provides. By compiling demographic data on a regular and consistent basis, strengths, gaps, and trends become immediately apparent. The focus of an instruction program is in its numbers, and these numbers should complement the mission and goals of the program. Gaps can be addressed by restructuring the existing program and/or by using the data to support requests for additional personnel.

In addition to demographics, student feedback is a beginning point in identifying program strengths. If the demographics indicate that a substantial emphasis of the library instruction program is focused on first-year students, it is important to assess and document the success of these programs through student, faculty, and program director feedback. These assessments can be used to leverage additional personnel or provide the basis for revising the directions of the instruction program, targeting additional outreach, and/or scaling back in a specific program.

Learning outcomes data, although much more difficult to acquire, is also an important element to identify library
Gather Data, Build Programs, Strengthen Teaching

Instruction program strengths and weaknesses. This critical information can be the cornerstone of building a strong program that supports organizational and institutional missions and provides the documentation that establishes these connections.

Strengthen Teaching

A suite of assessment tools to review the effectiveness of teaching permits instructors to focus on the information they consider most important to their teaching. At the Mansfield Library, this suite of assessment tools includes: an online student feedback form, an online faculty feedback form, the ability to aggregate these data by individual instructor and at the program level, teaching portfolios, and peer review.

This final section focuses on the process of implementing peer review of teaching (PROT) as a formative assessment tool that facilitates the measure of the quality of instruction (Riddle and Hartman, 2000) and provides teachers with information that they can use to improve their teaching (Chism, 1999). At the Mansfield Library, PROT was developed on the premise that we can all learn, we are all mentors, and our willingness to learn inspires others to do so (Weimer 1990). This PROT implementation is described in detail by Samson and McCrea (2008).

Based on a pre-determined observation checklist, PROT is basically a three-step process that includes:

- A pre-conference initiates dialouge about the class selected for observation and to discuss the instructor's goals, plans, learning activities, and teaching style that will be part of the class. The role of the observer is also discussed to determine the focus of their observations based on the checklist.
- The observation is completed using the PROT checklist to note observable behaviors.
- A post-conference facilitates self-reflection and mentoring. This confidential meeting is lead by the instructor who initiates the discussion by asking about their teaching experience and requests specific feedback. At the end of this meeting, the completed checklist becomes the property of the instructor. Combined with student and faculty feedback for the same instruction session, the instructor is well-prepared to review a circle of assessment about the their teaching style, organization, pace, and effectiveness.

At the Mansfield Library, this successful process has served to: inspire junior faculty to explore their teaching potential; invigorate senior faculty through dynamic dialouge; encourage mentoring by all participants; builds on strengths of colleagues; help to deliver high-quality student-centered service; and foster an environment committed to instructional improvement and professional growth.

Conclusions

The concept of assessment is separate from that of evaluation and accountability. Frye (2000) defines assessment as a set of initiatives the institution takes to review the results of its actions, and make improvements. He further defines accountability as a set of initiatives others take to monitor the results of the institution's actions, and to penalize or reward the institution based on the outcomes. By focusing on the use of assessment methodologies as a way to seek feedback to improve your programming, it is possible to avoid the more sinister approach of evaluation/accountability that is based on penalties and rewards. The concept of assessment makes a significant difference in the way personnel respond to the process.

Gathering data to describe, track, and monitor a library instruction program is essential to build a strong program and to facilitate the development of good teaching. Further, this data can be used to connect the mission of the library instruction program to the organization and to the institution by effectively packaging it in a progress report. Build programs based on the demographics of your community and that of your human resources. Use data to find your strengths, target areas for improvement, and regularly review successes, weaknesses, and trends. Perhaps most importantly, use a suite of assessment tools to strengthen teaching. This builds collegiality among teaching librarians and an environment of professional growth, and it's fun!

Bibliography


Gather Data, Build Programs, Strengthen Teaching


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The purpose of this workshop was to offer a session that: discussed the state of the job market, including the latest trends in library hiring; reviewed opportunities for professional development; and provided a space for reflection about personal career goals.

The Job Market for Librarians

The 8Rs report (Ingles 2005; presented at last year’s PNLA conference) and the US Department of Labour’s analysis of the library field (2007) indicates that projected employment growth is favorable. This is the result of a combination of factors: the hiring freezes of the 1980’s, which meant many librarians were unable to enter traditional library settings, and the large number of librarians in the baby boomer generation now getting ready for retirement within the next decade (Ingles 2005). The 8Rs report is specifically concerned about upcoming retirements, since these retirements, combined with a lack of trained in-house leaders from the next generation, means that some libraries are unprepared for the future.

Growth in overall librarian jobs, however, will be slower than that in other industries. It is only expected to see a 4% increase over the next decade, due to an increasing use of technology and employment of paraprofessionals (Department of Labour 2007). However, that growth, and projected retirements, mean that there are jobs available for graduating librarians. In addition to the traditional setting, many librarians are now seeking employment elsewhere. The 2007 Library Journal report on its annual salary and placement survey indicated that 15% of all librarian placements in 2006 were in non-traditional or alternative jobs (Matta 2007).

The official statistic at the US Department of Labour that 20% of all librarians are in part time jobs. Many new librarians are cobbling together these part-time jobs into something like a full-time income (Matta 2007). They frequently feel unprepared for the job market (Ingles 2005), face long searches to find their first jobs, and struggle to pay back the costs of at least six years of post-secondary education (Fialkoff 2007). The 8Rs report points to a current and future employee pool that is not qualified to fill management positions, and points to concerns about future employee shortages. Recruiters for specialized library positions, such as experienced cataloguers, are struggling to find qualified librarians (see examples Anthony and Garbs 2005; Bintliff et al. 2007).

So what can we conclude? Both the recruiters and the entry level librarians are saying that library school does not teach you everything you need to know. For mid-career librarians, senior management is expressing concerns about the leadership and management skills within the next generation of potential leaders. The answer in both instances is to strategically think through your career trajectory, to identify what skills and experience you need, and to work to acquire them. We can say with certainty that graduation does not mean an end to education and training. Librarians need to develop both general librarianship skills and work to acquire specialized skills. If we develop skills that are needed, we can start to plan for promotion and increases in pay, as hiring committees find us more desirable employees.

Here are the ten most important and hard to fill competencies, according to the 8Rs report:
As those who are currently entering the job market can attest, technological skills are very much in demand, as are communication and project management skills. What is interesting in this list is that many of these skills are items which you cannot possibly prove in a résumé and very much relate to the kind of person you are; half of these appear to be attributes that hiring committees want to acquire in order to eventually fill management roles. Particularly as a mid-career librarian, your résumé needs to show not only acquire hard skills, but demonstrate leadership characteristics, if you want to head for a management role.

Professional Development Opportunities

Leadership and management training opportunities and technological training were identified in our research as primary needs for career advancement. Prior to the workshop we had identified professional development resources. These, among others, were: volunteer activities; professional association conferences, workshops and retreats; courses and additional degrees; in-house opportunities, and personal learning networks.

Workshop participants suggested PNLA Leads, a bi-annual leadership institute; job swaps; moderating listservs in an area of interest; volunteering for a library board; volunteering for committees; and becoming a member of toastmasters. Another notable suggestion was that of mentoring. One participant had done a mentoring exchange with another librarian. He offered management training; the other offered technological training. As a result both librarians gained information and skills that benefited their careers.

The following are resources we consider to be highly useful in identifying professional development opportunities:

- Have you considered going back to university for a Masters or Doctorate degree, or refreshing some library skills? For ALA-approved programs, where you might be able to pursue an interdisciplinary approach, check the ALA directory of accredited programs: http://www.ala.org/ala/accreditation/lisdirb/lisdirectory.cfm
- Conferences are frequently cited as a time-efficient way of gaining additional training. Remember not to limit yourself to the professional associations in which you have membership. A fairly extensive list of library-related conferences is maintained by Marian Dworacek at: http://homepage.usask.ca/~mad204/CONF.HTM
- Library Administration and Management Association (LAMA) offers a number of one-day workshops that will benefit managers, administrators, staff and trustees. Check their website for a list of current offerings: http://www.ala.org/ala/lama/lamaevents/
- Jess Bruckner’s Library Leadership Institutes Wiki is an excellent list of leadership retreats designed to meet the needs to librarians. The list is organised geographically, with additional resources included at the bottom of the page. http://plmмелсет.net/wiki/index.php/Library_leader_institutes_and_trainin
- Public Library of Charlotte and Mecklenburg County (PLCMC) initiated a technology training program for staff called 23 things. Work your way through their learning 2.0 curricula or link to some of the other library sites which are doing the same kind of 15-minutes a day training: http://plcmcl2-things.blogspot.com/
- Special Library Association Innovation Laboratory is available to SLA members. According to the website it “is designed as a place where you can play and discover uses for the latest emerging technologies.” The SLA also offers online training sessions: http://www.sla.org/

Planning Your Career

At this point in the presentation participants had taken some time to reflect on their current position, including the creation of a list of three activities or issues about which they are passionate. In thinking about future directions, it makes sense to take stock of what you like to do, as it will help you to find a career path that will be rewarding. It is important to have a sense of what you would like to do, and it will allow you to identify the associated skills in order to either emphasize experience you already have, or to pursue appropriate training opportunities.

Participants asked themselves some questions about how happy they were with their current work and current career path, and if they knew what they liked to do and where they wanted to go. Unfortunately relevant skills are not the only hurdles that must be overcome in moving towards an ideal career. Often, there are additional factors that affect enthusiasm about pursuing a career change. These can include a lack of specific direction, fear of a new workplace or new responsibilities, and poor work habits.

The session participants identified a wide variety of personal factors that affect our ability to pursue new career directions, including: health problems; the importance of benefits; family commitments; financial considerations; geographic limitations; fear of the unknown; self-esteem; perceptions of an unknown position; support, or lack thereof, in an institution; and the need to articulate goals to managers. With all these challenges, participants pointed to the importance of a support network that can consist of colleagues, friends, vendors, mentors and members of your library association to help you move forward to a fulfilling career.

Taking time for personal reflection about where you and where you want to be is the most important factor in determining your purpose, and ensuring that you set goals to secure a position that meets your needs. Below we have outlined the four steps that will help in creating a personal career plan.

Suggestions to help you create a strategic career plan:

1. Identify three (or more) activities or issues that you are passionate about and brainstorm ways that these can be a part of your career. Some inspirational reading might be found in the “Changemasters” series in Library Administration and Management.

2. Identify resources that will help you to develop skills continued
Strategic Learning Opportunities

which are frequently associated with the position you are aspiring to fill. The skills, or ideas for jobs you might be interested in, can be identified from articles in professional journals. For example, “Alternative Careers” by Weech and Konieczny.

3. Create a career goal (an action with a time frame with your reason and motivation). Identify the steps that you need to take in order to achieve your goal. Make sure to identify someone who can be your “cheerleader”, be it a mentor, colleague, friend, or loved one.

4. Commit to making change in your career by taking steps to achieve it.

5.

Works Cited


A New Look at NWCentral: Your Clearinghouse for Continuing Education cont. from pg. 4

include some core content, but the best content – the freshest and most relevant—needs to come from you, the members of the library community.

As a community-driven project, NWCentral depends on staff working in all positions in all types of libraries to share their resources. This is your invitation to join the NWCentral community! Post your handouts and cheat sheets, your conference presentations, your tutorials, your web links and bibliographies. List yourself as a resource in the Speaker’s Bureau so that library staff in your community needing your expertise can contact you for advice. Advertise your library trainings, meetings or conferences in the events calendar. Use NWCentral to educate yourself about a new technology or policy, or to find a local expert who can advise you. At present most users of the NWCentral clearinghouse are from Oregon or Washington, but the community is open to all those who are committed to life-long library learning.

Questions or comments about NWCentral can be sent to admin@nwcentral.org or to any Advisory Group member listed on the site. Please log on to www.nwcentral.org today and join our celebration of a beautifully re-designed web site and its service to the northwest library community.

Roberta Richards is Coordinator of the PORTALS library consortium and a part-time reference librarian at Portland Community College.
Food has a unique place in our society. Not only is it necessary for life, it has become a means by which our relationships to others are shaped. Our kitchens are often the central gathering place in our homes and we all have fond food memories, most likely involving other people. Eating is a definite social enterprise. On the opposite spectrum, reading is sometimes considered anti-social. People tend to drift away from others in order to immerse themselves in a book. However, reading and eating are more alike than may first appear.

First, they are both described in similar ways. Meals are devoured; novels are devoured (no one we’ve known has ever devoured a movie or CD). Both food and books are sampled, as well as tasted and digested. Second, they are both sensual experiences. Great authors will make you aware of the smells, tastes, and sounds evoked by their imagery. Finally, the two are often done together. Avid readers often find themselves sneaking a snack, or even eating a full meal, while their minds are occupied by a book. (Besides, we librarians see this evidence when we encounter pages with mysterious stains. We’ve even found someone saving their place with a slice of bacon!) Ultimately, a book is a moveable feast; one that you can gulp down wherever the day takes you.

In this spirit, we’ve decided to lead you through a menu of books – ones that deal with food directly, and ones of different genres that we’ll find using food. Ready for the buffet?

**APPETIZER:**

Let’s start off with a sampling of books that focus on the social and cultural relationships we have with food. These titles go beyond cookbooks, offering a more in-depth reading of our experiences with food.

Our first Appetizers are the books we like to call FBIs: food-book investigations. Just like a forensic team examines an object from every angle, so do the authors of these delectable books. The authors look at not only the history of a food item, but also the process in which it is made or how it affects cultures. One author, Steve Almond, takes on one of America’s favorite obsessions; the result is Candyfreak: A Journey Through the Chocolate Underbelly of America. He looks at major candy companies, like Hershey and Nestlé, and discovers some of their marketing ploys. He also locates smaller candy companies and observes how they manage to keep afloat. Jerry Hopkins takes a different approach in his book Strange Foods: Bush Meat, Bats, and Butterflies: An Epicurean Adventure Around the World. He looks at certain foods – such as dogs, insects, bats, and yes, even humans – and examines the cultures that find them appropriate eating. ***Warning: Do NOT read this book while eating; there are some very descriptive pictures and text.***

Next, we’ll try a few Micro-Histories. One type of micro-history involves looking at an item of food as it has evolved over time. Ambitious

A Moveable Feast: A Veritable Cornucopia of Books for Readers of Every Taste

Jennifer Hills and Beth Twitchell are Reference Librarians and Literary Empowerment Coaches at the Twin Falls Public Library.

Jennifer just received her Master’s in Library Science from the University of Arizona! She has a BA in English and History from Idaho State. During her time at TFPL, she’s enjoyed presenting at regional conferences and writing a few articles for the ICFL. Prior to becoming a member of the greatest profession in the world, she taught high school for seven years in Pocatello, Tucson, and on the Crow Indian Reservation in Montana. In her spare time she loves to read, spend time with her family, watch baseball, listen to jazz, and play Trivia Pursuit. She can be reached at: jhills@lib.tfid.org

Beth is a native of Idaho; in fact, she has never lived anywhere else. She graduated from Brigham Young University-Idaho in 2006 with a bachelor’s degree in history. In her spare time, Beth likes to read (of course!); ogle cowboys in Wranglers; sleep; root for the Seattle Mariners; and play with her puppy Jovi (named after the greatest band in the world: Bon Jovi). Her favorite book is I Should Have Stayed in Bed! by Joan Lexau and illustrated by Syd Hoff (It adequately explains Beth’s perspective on life!). She can be reached at: btwitchell@lib.tfid.org
A Moveable Feast: A Veritable Cornucopia of Books for Readers of Every Taste

Brew: The Story of American Beer by Maureen Ogle is an example of this category. The author explores the history and evolution of American Beer, which is more fascinating than you’d think based on its advertising these days. Delving into the politics of immigration and prohibition, she brings to light the struggles and successes of the families who changed the American beverage landscape. The other type of micro-history focuses on a specific event or era and looks at broader food issues during that period. A book like The Food Journal of Lewis and Clark: Recipes for an Expedition by Mary Gunderson fits this definition. Gunderson presents the information relating to food during the Lewis and Clark Expedition and presents background on its preparation, including recipes and examples from the trip.

Our final appetizer is Pop Culture. These books may not necessarily deal directly with food, but they encompass anything that might be remotely related. Two of our favorite books have to do with grocery lists. The first one, Milk, Eggs, Vodka: Grocery Lists Lost and Found, was written by a collector of grocery lists, Bill Keaggy. He includes lists that have interesting spellings of items, or a unique combination of things to purchase. Hilary Carlip takes grocery lists one step farther in A la Cart: The Secret Lives of Grocery Shoppers, creating characters based on who might have written a specific list. Our favorite ones are Derek (his list reads mousetraps; cheese; mouse) and Lloyd, who is shopping on his own after the death of his wife of 60 years.

MAIN COURSE:

Books served in this course are not necessarily meatier than the appetizers, but offer a look at food at a more personal level. This course consists of memoirs and novels; food plays a central theme in the experiences of those involved here.

In Memoirs, cooks, critics, and others involved in the preparation of food relate how food has often changed their lives. One of our favorites was Toast: The Story of a Boy’s Hunger by Nigel Slater. Slater describes his upbringing, including his mother’s death and his father’s remarriage, through the filter of his memories of specific foods. At times both poignant and witty, he claims that not all food memories are good ones. The memories of specific foods. At times both poignant and witty, he claims that not all food memories are good ones. The books by Anthony Bourdain were also some of our favorites. Whereas Slater’s memoir was more of what food means to him, Bourdain discusses more of what happens behind the scenes in kitchens and his TV shows. In Kitchen Confidential: Adventures in the Culinary Underbelly, Bourdain reveals that chefs are not the proper, sophisticated people we usually perceive them to be; they are more like “rock stars,” doing drugs like meth and cocaine, and having copious amounts of sex. In his other two books, A Cook’s Tour: In Search of the Perfect Meal and No Reservations: Around the World on an Empty Stomach, Bourdain describes the various countries and cultures he visited while making his TV shows and the personal experiences he had. Although on TV he seems to be a very gruff, forbidding man, he is actually quite witty and the books are a delight.

The food novel doesn’t have to revolve around food, although food usually plays an important part in the development of the characters or in the storyline. In The Wedding Officer by Anthony Capella, a young British officer in Italy is placed in charge of the agency that approves the applications for army personnel to marry their girlfriends during WWII. In hopes of softening his reserve, he is “given” a new cook, whose preparations of traditional Italian meals just might force him to ease up on the men (and maybe fall in love himself…). Another enjoyable food novel was Hot Lunch by Alex Bradley. Although a Young Adult book, this was a fun read for anybody. Its main character is Molly, a cynical high school student, who has some minor disagreements with a fellow student, peppy and optimistic Cassie, and the tension culminates into a food fight in the lunch room. As punishment for their actions, Molly and Cassie are forced to take over the hot lunch program, although neither knows how to cook. This results in some very humorous experiences. Along the way, they are forced to learn to get along, and they both see that there is more to each other than meets the eye. A few, simple recipes are included.

DESSERT:

Now that we’ve stuffed ourselves with food-books, it’s time for something just a little different (and there’s always room for dessert). This course does not involve books based on food or eating; instead, we use food to help us determine what other kinds of books we might be interested in. In order to truly answer “What Are You Hungry For?”, we’ve created a short taste quiz to survey your reading tastes at the moment. (Of course we have to offer a disclaimer: Our suggestions are all subjective. As much as we think you should honor only our opinion, you don’t actually have to.)

TASTE QUIZ

1. Do you want something that reads:
   A. rather slowly, like a crock pot
   B. not too slowly, like a pot simmering on a stove
   C. rather fast, like a boiling pot
   D. both slow and fast, just as long as it needs to cook well
   E. it doesn’t matter, as long as it tastes good

2. Do you want something that contains:
   A. lots of different details, like a stew of information
   B. detail, but not so much to overwhelm the story
   C. equal amounts of detail and plot
   D. who cares, as long as the story moves along and doesn’t get bogged down
   E. it doesn’t matter, as long as it tastes good

3. Do you want something that has:
   A. deep characterization whose development is the plotline
   B. involving characters who move the plot along
   C. interesting, but not necessarily deep characters who move the plot along
   D. lots of interesting characters, but not necessarily too much information about them
   E. lighthearted or easy to get into

4. Do you want something that is:
   A. serious about a theme or topic
   B. comforting, more light than serious
   C. exciting, doesn’t matter if it’s light or serious
   D. comforting, more serious than light
   E. lighthearted or easy to get into

5. Do you want a book that:
   A. you can spend days reading and digesting
A Moveable Feast: A Veritable Cornucopia of Books for Readers of Every Taste

B. you can put down and come back to without losing your spot
C. you can finish in a fair amount of time

6. What are you hungry for?
A. something nutritious
B. something soothing
C. something spicy
D. something filling
E. something sweet

ANSWER KEY
1. A=V B=O C=J D=MP E=CC
2. A=V B=O C=MP D=J/CC
3. A=V B=O/MP C=J D=CC
4. A=V/MP B=O C=J D=MP E=CC
5. A=V/MP B=CC C=O/J
6. A=V B=O C=J D=MP E=CC

Which bold letter did you come across most often?

If you had mostly:

V – You want a VEGGIE book. These books are really good for you, although you may not necessarily like the taste at first. Keep trying, they’re worth it! (Authors might include Edgar Allan Poe, Charlotte or Emily Bronte, and Mark Twain.)

O – You want an OATMEAL book. These books won’t upset your stomach. Though they may go down easy, they fill you up. They’re a soothing, comfort read. (Authors might include Max Brand, J.R.R. Tolkien, and Fannie Flagg.)

J – You want a JALAPEÑO book. These books are spicy or exotic. They may get your juices flowing, or get you all riled up! (Authors might include Elmore Leonard, Agatha Christie, and Ray Bradbury.)

MP – You want a MEAT & POTATOES book. These books are satisfying, substantial staples that will fill you up every time. (Authors might include Ian McEwan, Agatha Christie, and Ray Bradbury.)

CC – You want a COTTON CANDY book. These books are tasty, but hold little caloric value. Still, they’re fun and easy to get into, even if they’re pure fluff. (Authors might include James Patterson, Danielle Steel, and Nicholas Sparks.)

We have more lists of food books and of the taste quiz author results. Just send us an email at jhills@lib.tifd.org or btwitchell@lib.tifd.org and let us know if you would like more information.

BIBLIOGRAPHY (Books we discussed more fully in our presentation):

FBI (Food Book Investigations)–
The Best Thing I Ever Tasted: The Secret of Food by Sallie Tisdale

Candyfreak: A Journey Through the Chocolate Underbelly of America by Steve Almond

Fast Food Nation: The Dark Side of the All-American Meal by Eric Schlosser

Strange Foods: Bush Meat, Bats, and Butterflies: An Epicurean Adventure Around the World by Jerry Hopkins

Micro-histories –
Ambitious Brew: The Story of American Beer by Maureen Ogle
Charlemagne’s Tablecloth: A Piquant History of Feasting by Nichola Fletcher

Curry: A Tale of Cooks and Conquerors by Lizzie Collingham
The Food Journal of Lewis and Clark: Recipes for an Expedition by Mary Gunderson

Pop Culture –
A la Cart: The Secret Lives of Grocery Shoppers by Hilary Carlip

Dishwasher: One Man’s Quest to Wash Dishes in All 50 States by Pete Jordan

Milk, Eggs, Vodka: Grocery Lists Lost and Found by Bill Keaggy

Top Chef: The Cookbook edited by the creators of Top Chef

Memoirs –
Alone in the Kitchen with an Eggplant: Confessions of Cooking for One and Dining Alone edited by Jennie Ferrari-Adler

A Cook’s Tour: In Search of the Perfect Meal by Anthony Bourdain

Julie and Julia: 365 Days, 524 Recipes, 1 Tiny Apartment Kitchen by Julie Powell

Kitchen Confidential: Adventures in the Culinary Underbelly by Anthony Bourdain

No Reservations: Around the World on an Empty Stomach by Anthony Bourdain

Toast: The Story of a Boy’s Hunger by Nigel Slater

Fiction –
Catering to Nobody by Diane Mott Davidson

Deep Dish by Mary Kay Andrews

Fried Green Tomatoes at the Whistle Stop Café by Fannie Flagg

Hot Lunch by Alex Bradley

Like Water for Chocolate by Laura Esquivel

My Year of Meats by Ruth L. Ozeki

Too Many Cooks Spoil the Broth by Tamar Myers

The Wedding Officer by Anthony Capella

PNLA QUARTERLY 73:1 21  WWW.PNLA.ORG
Made to Stick: The Book by Chip and Dan Heath, Adapted to a Library Audience

SAMANTHA SCHMEHL HINES

While I was on maternity leave during Spring of 2007, I thought I would have all sorts of time to get some professional reading done. Those who have children are laughing at my naiveté. However, I did manage to get one book read: Made to Stick by Chip and Dan Heath. All during my reading of it I thought to myself, "This is a book library workers need to read!" Once I got back from leave, I arranged to present the ideas from the book in a few different venues: a retreat for Montana academic librarians, online for ACRL's management institute, and also for PNLA's conference in Post Falls.

The presentation all three times involved a great deal of audience participation. Attendees were asked to come with an idea in mind that they needed to communicate. We then worked through the steps outlined in the book, applying each to our individual ideas and brainstorming ways to more effectively communicate. To conclude, we evaluated a presentation on its 'stickiness.' The presentation varied from a clip from the West Wing to a Common Craft video about wikis.

The first point to realize when communicating an idea is that we know far more about the idea than our audience, which the authors called "the curse of knowledge." The biggest tip, the tip that they came back to time and again, was that in order to engage our audience we have to make our message relatable to someone who has no knowledge of the subject we're discussing. The example I gave in my presentation was from a shopping trip with my mom about ten years ago. She was bemoaning all the ratty punk band tee shirts my brother at that time liked to wear. "Why can’t he wear a shirt with cute little cartoon people on it, like that one over there?" she asked. The shirt she pointed out happened to feature characters from the television show South Park, which may look cute but is far from what my mom had in mind. She didn’t have the curse of knowledge in this case, but anyone who knew what South Park was all about couldn’t see those cartoon characters as cute. We need to remember when communicating that sometimes things that are fraught with meaning for us don’t mean anything to those with whom we are communicating.

The book outlines five steps to ‘SUCCES,’ which formed the bulk of my presentation:

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBLE
- EMOTIONAL
- STORIES

‘Simple’ meant that we have to keep our idea and how it’s presented simple. We have to find the core of our idea and let that core guide how we present our idea. The example I gave was of adopting a new OPAC. Most people we discuss that with aren’t going to care too much or pay much attention. So it’s best to be guided by the core of the idea--it’s not that we will have a new OPAC, it’s that we’ll be able to find items better when searching, or that it will look nicer, or be easier to use. This approach will make your communication more memorable.

‘Unexpected’ means that if we highlight a gap in the audience’s understanding of an issue, the audience will be driven to fill that gap. We give them something unexpected by presenting and then helping to solve a mystery. I gave a somewhat silly example of this in my presentation--the newscaster that tells us in the promo before the 11 o'clock news that something we use everyday may be fatal, but he won’t tell us what until after the sports and weather reports. This example also demonstrates that the gap highlighted can’t be too gimmicky or we may lose our audience from the start.

Concrete’ was illustrated with a mysterious picture. Every audience so far has been able to guess that it’s a close-up photo of velcro. Like velcro, ideas have hooks and audiences have loops—the key is to make your hooks grab their loops. Putting your audience in the story is the key to being able to keep their attention. Going back to my new OPAC
example, my audience may not care about money saved and
database retrieval speeds, but if I tell them that typos will be
recognized just like in a Google search (“did you mean xyz?”)
that will be more likely to stick with them, since everyone has
made typing mistakes in the OPAC. The ideal presentation
will offer audiences a tangible goal or two and inspire them
to take action.

Credible’ information is an important way to make your
ideas stick with your audience. The book highlighted four
types of credibility: external credibility, from outside experts,
statistics, etc.; anti-authorities, such as the Marlborough Man
becoming an anti-smoking advocate; internal credibility, on
which so many urban legends hinge (my father’s cousin’s
roommate knew a person who...); and the testable credential,
where the audience can reproduce whatever you’re claiming
on their own. Giving your audience something to believe not
only makes your idea stick, it also helps the audience agree
with what you’re saying.

Emotional’ appeals are not just presentations that
make you laugh or cry. They are ones that answer the
fundamental question of all audiences: “What’s in it for me?”
To be memorable, you need to engage with your audience’s
identity in a profound way—not just who they are but who
they think they are. The example I used was in an appeal
to the university administration for more money to upgrade
the OPAC. The University of Montana may not be the world-
class destination for students to get their degrees, but the
administration here thinks of it that way. So in order to more
effectively appeal to their emotional sides, I have to consider
how they view themselves and by extension our institution.
And the authors of the book point out that if you get your
audience to care about your message, they will pass that
message on to others for you.

‘Stories’ are the final step, and they help simulate your
idea in real life for your audience. This is described by
the authors as ‘adding the character of lived experience,’ which is
a wonderful way to phrase it! The example offered in the book
is that of Jered from the Subway ads, who provides a familiar
story about how he lost weight eating Subway sandwiches.
The book reveals that Jered’s story was first used by the local
Subway and they brought it to the national office, who first
passed on it as not being interesting enough. They thought
their audiences would rather have jingles or statistics, but they
underestimated the importance of stories to audiences.

Since the presentation required the audience to
participate, it’s hard to offer a written version that gets the
points I tried to make across with as much impact. If you are
interested in communicating effectively, I highly recommend
reading the actual book. In the meantime, it can be summed
up thus: For an idea to stick, it must make the audience:

- Pay attention
- Understand and remember
- Agree/believe
- Care
- Be able to act

The final thought we were left with in the book, in
my presentations, and in this article is to beware the curse
of knowledge. It is vital to remember our audience doesn’t
know as much about the subject as we do, and we need to
fill them in or we’ve lost them from the start.
Reading the Region 2007-2008: Award Books from the Pacific Northwest

JANELLE M. ZAUHA

The Pacific Northwest continues to grow as a region rich in the book arts. We are the home of many writers, book festivals, book stores, creative writing programs, and numerous book related associations, including those devoted to libraries and librarians. We are also the granters of many book awards. Some of our awards are regional and fairly high profile: the YRCA comes to mind, as does the Pacific Northwest Book Seller’s Award. More often, however, the awards in our region hold a much lower profile, and are impossible to find using common discovery tools such as books about literary prizes or Web sites that track national or international prizes. Despite the region’s growth, the literary awards granted by our book centers, sellers, universities, library associations and friends groups remain as elusive as some of our wildlife.

This bibliography, then, is a hunter’s guide to literary awards in the prolific region the Pacific Northwest Library Association is fortunate to encompass: Alaska, Alberta, British Columbia, Idaho, Montana, Oregon, and Washington. It is designed to help readers of all ages, teachers, parents, librarians, authors, and any other self-identified book person locate quality titles either about the region or by the many authors who call it home.

Since the last iteration of this bibliography in Fall 2006 (PNLA Quarterly, vol. 71, no. 1), at least two awards have been added. In Montana, the High Plains Book Award recently cropped up through the sponsorship of the Parmly Billings Library. On a regional level, the American Indian Youth Literature Award is now included because of its general focus on native writers, cultures, and subjects so important to the area.

The first version of this bibliography was enacted as a program at the Pacific Northwest Library Association’s Annual Conference in Post Falls, Idaho, in August 2008. There, librarians from around the region performed book talks on their favorite award winners. Many thanks are due to them for their energy and interest. From Alaska, we had Helen Hill, Director of the Homer Public Library; from Alberta (in spirit), Christine Sheppard, Executive Director of the Library Association of Alberta; from British Columbia, Michael Burris, former Executive Director of the British Columbia Library Association, now of Public Library InterLINK; from Idaho, Ruth Funabiki, Head of Technical Services at the University of Idaho Law Library; from Montana, Mary Lou Mires, Reference Librarian at Salish Kootenai College, and Jan Zauha, Reference Librarian at Montana State University; from Oregon, Dave Pauli, Reference Librarian at Hillsboro Public Library; and from Washington, Barbra Meisenheimer, Community Librarian at Vancouver Mall Community Library. Thank you!

Pacific Northwest Library Association (PNLA) Young Readers Choice Award 2008 Winners (http://www.pnla.org/yrca/)

- Intermediate Division (7th-9th Grades): Lightning Thief by Rick Riordan (Miramax)
- Senior Division (10th-12th grades): Peaches by Jodi Lynn Anderson (HarperTeen)
Reading the Region 2007-2008: Award Books from the Pacific Northwest

**ALASKA**

Alaskana Award – Adult Fiction or Non-Fiction (http://www.akla.org/handbook/vi-3awards.html#alaskana)
- 2007 Winner: *A Land Gone Lonesome: an Inland Voyage Along the Yukon River* by Dan O’Neill (Basic Books)

Forget Me Not Award – Children’s Literature (http://www.alaskareading.org/Grant)
- 2006 Winner (most recent): *The Prince and the Salmon People* by Claire Rudolf Murphy and Duane Pasco (Eastern Washington University Press)

**BRITISH COLUMBIA**

Red Cedar Book Award (grades 4-7) (http://www.redcedaraward.ca)
- Fiction: *The Crazy Man* by Pamela Porter (Groundwood Books)

Stellar Awards (ages 13-19) (http://www.stellaraward.ca)
- Winner: *Red Sea* by Diane Tullson (Orca Book Publishers)

BC Book Prizes 2008 Winners (http://www.bcbookprizes.ca)
- *Ethen Wilson Fiction Prize*: *Conceit* by Mary Novik (Doubleday Canada)
- *Roderick Haig-Brown Regional Prize*: *The 100-Mile Diet: A Year of Local Eating* by J.B. MacKinnon and Alisa Smith (Vintage Canada)
- *Hubert Evans Non-Fiction Prize*: *Everywhere Being is Dancing* by Robert Bringhurst (Gaspereau Press)
- *BC Booksellers’ Choice Award in Honor of Bill Duthie*: *The Last Wild Wolves: Ghosts of the Great Bear Rainforest* by Ian McAllister (Greystone Books)
- *Dorothy Livesay Poetry Prize*: *Forage* by Rita Wong (Nightwood Editions)
- *Christie Harris Illustrated Children’s Literature Prize*: *A Sea-Wishing Day* by Robert Heidbreder, illustrated by Kady MacDonald Denton (Kids Can Press)
- *Sheila Egoff Children’s Prize*: *The Corps of the Bare-Boned Plane* by Polly Horvath (Farrar, Straus and Giroux)

Chocolate Lily Awards 2006 Winners (http://www.chocolatelilyawards.com)
- *Best Picture Book*: *Stanley’s Wild Ride* by Linda Bailey, illustrated by Bill Slavin (Kids Can Press)
- *Best Chapter Book/Novel*: *Chasing the Moon* by Penny Chamberlain (Sono Nis Press)

**ALBERTA**

Book Publishers’ Association of Alberta 2008 Awards (http://www.bookpublishers.ab.ca)
- *Children’s Book Award*: *Free as the Wind: Saving the Horses of Sable Island* by Jamie Bastedo, illustrated by Susan Tooke (Red Press)
- *Educational Book Award*: None presented for 2008
- *Trade Non-Fiction Award*: *Hard Passage: A Mennonite Family’s Long Journey from Russia to Canada* by Arthur Kroeger (University of Alberta Press)

**ALBERTA**

Alberta Book Design Awards:
- *Book Cover*: Great Canadian Film Directors edited by George Melnyk, cover design by Alan Brownoff (University of Alberta Press)

Rocky Mountain Book Awards (grades 4-7) (http://rmba.lethsd.ab.ca)
- 2008 Winner: *Hamish X and the Cheese Pirates of the Arctic* by Sean Cullen (Penguin Books Canada)

**BRITISH COLUMBIA**

Writer’s Guild of Alberta 2008 Winners (http://www.writersguild.ab.ca)
- *Georges Bugnet Award for Novel*: *Where Bones Dance* by Nina Newington (University of Wisconsin Press)
- *Howard O’Hagan Award for Short Fiction*: *Long After Fathers* by Roberta Rees (Coteau Books)
- *Stephan G. Stephansson Award for Poetry*: *A Ghost in Waterloo Station* by Bert Almon (Brindle & Glass)
- *Wilfred Eggleston Award for Non-Fiction*: *The Lost Coast: Salmon, Memory and the Death of Wild Culture* by Tim Bowling (Nightwood Editions)
- *Gwen Pharis Ringwood Award for Drama*: *The Oxford Roof Climber’s Rebellion* by Stephen Massicotte (Playwrights Canada Press)
- *R. Ross Annett Award for Children’s Literature*: *The Big Snapper* by Katherine Holubitsky (Orca Book Publishers)

**IDAHO**

Idaho Library Association Book Award (http://www.idaholibraries.org/bookaward)
- 2006 Winner (most recent): *A Danish Photographer of Idaho Indians: Benedicte Wrensted by Joanna Cohan Scherer

**MONTANA**

Montana Book Award 2007 Winners (http://www.montanabookaward.org)
- Winner: *Red Rover* by Deirdre McNamer (Viking Adult)
- Honor books:
  - *Chrysalis*: *Maria Sibylla Merian and the Secrets of Metamorphosis* by Kim Todd (Harvest Books)
  - *Evelyn Cameron: Montana’s Frontier Photographer* text by Kristi Hager (Farcountry Press)
  - *One Woman’s Montana photography* by Kathe LeSage (Riverbend Publishing)

Treasure State Award (K-12 picture book award) (http://www.missoula.lib.mt.us/treasurestate.html)
Reading the Region 2007-2008: Award Books from the Pacific Northwest


OREGON
Beverly Cleary Children’s Choice Award (http://www.oema.net/cleary)
- 2007-2008 Winner: Legend of Captain Crow’s Teeth by Eoin Colfer, illustrated by Glenn McCoy (Miramax)

Oregon Book Awards 2007 Winners (http://www.literary-arts.org)
- Eloise Jarvis McGraw Award for Children’s Literature: Not in Room 204 by Shannon Riggs (Albert Whitman & Company)
- Frances Fuller Victor Award for General Nonfiction: Democracy Reborn: The Fourteenth Amendment and the Fight for Equal Rights in Post-Civil War America by Garrett Epps (Henry Holt)
- H.L. Davis Award for Short Fiction: The Dead Fish Museum by Charles D’Ambrosio (Alfred A. Knopf)
- Ken Kesey Award for the Novel: Twenty Questions by Alison Clement (Atria Books)
- Leslie Bradshaw Award for Young Readers: Alphabet of Dreams by Susan Fletcher (Atheneum)
- Sarah Winnemucca Award for Creative Nonfiction: The Things Between Us by Lee Montgomery (Free Press)
- Stafford/Hall Award for Poetry: The Sky Position by Tom Blood (Marriage Records)

Patricia Gallagher Picture Book Award (http://www.oregonread.org/gallagheraward08.html)
- 2007-2008 Winner: Dex, the Heart of a Hero by Caralyn Buehner, illustrations by Mark Buehner (HarperCollins)

WASHINGTON
Children’s Choice Picture Book Award (http://www.wlma.org/wccpba)
- 2008 Winner: Once Upon a Cool Motorcycle Dude by Kevin O’Malley, Carol Heyer & Scott Goto (Walker Books for Young Readers)

Evergreen Young Adult Award (http://www.kcls.org/evergreen)
- 2008 Winner: Twilight by Stephenie Meyer (Little, Brown Young Readers)

Sasquatch Reading Award (http://www.wlma.org/sasquatch)
- 2008 Winner: The Ghost’s Grave by Peg Kehret (Puffin)

- Fiction: The Dead Fish Museum by Charles D’Ambrosio (Alfred A. Knopf)
- Poetry: Spectral Waves by Madeline DeFrees (Copper Canyon Press)
- History/Biography: James Tiptree Jr: The Double Life of Alice B. Sheldon by Julie Phillips (St. Martin’s Press)
- General Nonfiction: River of Memory: The Everlasting Columbia by William D. Layman (University of Washington Press)

ScandiuZZi Children’s Book Award 2007 Winners (from the Washington State Book Awards):
- Behold the Bold Umbrellaphant by Jack Prelutsky and Carin Berger (Illustrator) (Greenwillow)
- Grand & Humble by Brent Hartinger (HarperTeen)

OTHER REGIONAL AWARDS
American Indian Youth Literature Award (American Indian Library Association – AILA) 2008 Winners (http://www.ailanet.org)
- Picture Book: Crossing Bok Chitto: A Choctaw Tale of Friendship and Freedom by Tim Tingle (Cinco Puntos Press)
- Middle School: Counting Coup: Becoming a Crow Chief on the Reservation and Beyond by Joseph Medicine Crow (National Geographic)
- Young Adult: The Absolutely True Diary of a Part-Time Indian by Sherman Alexie (Little, Brown Young Readers)

Pacific Northwest Booksellers Award 2008 Winners (http://www.pnba.org/2008awards.htm)
- The Absolutely True Diary of a Part-Time Indian by Sherman Alexie (Little, Brown Young Readers)
- Tree of Smoke: A Novel by Denis Johnson (Farrar, Straus and Giroux)
- Dancing with Rose: Finding Life in the Land of Alzheimer’s by Lauren Kessler (Viking Adult)
- Returning to Earth: A Novel by Jim Harrison (Grove Press)
- The God of Animals by Aryn Kyle (Scribner)
- Bad Monkeys by Matt Ruff (HarperCollins)
Conservation Kitchen. What do knitting needles, beans, waxed paper, and a plastic ketchup bottle have in common? Diane Hutchins, Marcea Horst, and Laurie Fortier, from the Washington State Library, took their Conservation Kitchen series to Post Falls to answer this question and several others for conference attendees.

Diane Hutchins began by describing the infancy of the preservation program at the Washington State Library. While doing so, she shared tips on low-lost options for some conservation tools, such as substituting bags filled with rice or beans for metal weights, using a plastic squeeze bottle to hold glue, and buying a few pairs of knitting needles for many types of repairs, including hinge strengthening.

She then went on to give an overview of preservation, explaining the difference between "preservation" and "conservation" and shared some tips on proper ways to shelve oversized books to avoid damaging them.

Diane also spoke about the harm that can be done when materials are stored in unfriendly environments – too hot, too humid, too bright - and recommended the Image Permanence Institute’s “Stored Alive” Web site (http://www.imagepermanenceinstitute.org/xhtml_sub/storedalive.html) to those in the audience. Next, she described the ways in which acidic materials such as pulp paper, glue, tape, and acidic board, can harm otherwise sound non-acidic paper materials through acid migration. She also mentioned how ordinary office supplies can damage the materials they are meant to protect.

During the course of the presentation, Marcea Horst showed the audience how to do some basic repairs that would extend the shelf life of library materials: hinge strengthening, tip ins, and tear repairs, using both pressure sensitive mending tissue and Japanese tissue and wheat paste. Closeup shots of the repair techniques were shown by means of a PowerPoint slideshow, in tandem with the live repairs. Marcea shared many handy tips including using a simple hobby sanding block for trimming pages, and a water pen for tearing Japanese tissue used in repairs.

Diane told the audience about the “heartbreak” of a “perfect binding” and introduced Laurie Fortier who talked about the successes the Washington State Library has had in working with the HFGroup, a commercial bindery in Walla Walla, Washington. Laurie shared with the audience several examples of the fine job the bindery had done.

Diane concluded the program by reminding the audience to “Do no harm!” She recommended that they consult with a conservator (located on the Web site of the American Institute for Conservation of Historic & Artistic Works, http://aic.stanford.edu) if they were not sure of the course to take with historically significant or rare materials.

Those attending “The Conservation Kitchen: Basic Tools for Any Preservation Recipe” went away having learned about no-cost and low-cost ways to extend the shelf life of their collections while giving them more shelf appeal. They also received some basic information on the whys and wherefores of collection handling, tips on utilizing a commercial bindery when it is appropriate to do so, and simple ways to provide a healthy environment for their collections. The best part was that all of the tips and techniques shown at the program could be applied in any library environment where there are print collections.

DVDs of two episodes of The Conservation Kitchen, “Basic Tools for Any Preservation Recipe” and “Wraps, Jackets, and Boxed Treats,” are available through resource sharing (interlibrary loan) from the Washington State Library. The PowerPoint shown at the conference may be accessed at the GPO OPAL Web site at http://www.opal-online.org/archiveGPO.htm. Handouts from The Conservation Kitchen series may be found at http://wastatelib.wordpress.com/handouts/

Diane Hutchins is the Program Manager for Preservation and Access Services at the Washington State Library. She can be reached at dhutchins@secstate.wa.gov

Marcea Horst is the Conservation Lead at the Washington State Library. She can be reached at mhorst@secstate.wa.gov

Laurie Fortier is the State Publications Associate at the Washington State Library. She can be reached at lfortier@secstate.wa.gov.

The Conservation Kitchen: Basic Tools for Any Preservation Recipe

Diane Hutchins
Marcea Horst
Laurie Fortier

Laurie Fortier shows DVDs on conservation that are available
I Want That One Book: Teen Lit to Reel Them In

APRIL WITTEVEEN
LEIGH ANN MORLOCK

April Witteveen is a Teen Services Librarian with the Deschutes Public Library. She can be reached at: aprilw@dpls.us. Leigh Ann Morlock is the Teacher-Librarian for the Health and Science Magnet School in the Beaverton School District. Additionally, she teaches adjunct at Portland State University in the Continuing Education department of the Graduate School of Education. She can be reached at: lamorlock@hotmail.com

Fantasy and Sci-fi

Beastly by Alex Flinn
Kyle Kingsbury was once a high school golden boy...until the day he crosses a spell-casting student who puts him right in the middle of a modern-day Beauty and the Beast.

Betwixt by Tara Bray Smith
Three alienated teenagers are drawn to a strange outdoor concert in the woods of Central Oregon, where they discover they possess magical powers and that their destinies are intertwined.

Keturah and Lord Death by Martine Leavitt
Keturah wanders of into the medieval King's Forest where she encounters Lord Death. She'll need to wheel and deal in order to find her way back to her one true love.

Life As We Knew It by Susan Beth Pfeffer
16-year old Miranda keeps a journal recording the effects of a catastrophic natural disaster and her family's struggle to survive.

Rash by Pete Hautman
A quick moving tale of the future, complete with artificial intelligence, hyper-safe sports, and pizza factories serving as juvenile detention centers.

The Society of S by Susan Hubbard
Ariella knew her family was a little different from others, but as she enters her teen years she finds out exactly what it is that sets them apart—and what the Society of S is all about.

Unwind by Neal Shusterman
Three teens struggle against a new policy that allows for body parts to be harvested from teens for the betterment of society.

Realistic Fiction

Beige by Cecil Castellucci
Katy enjoys her quiet life in Montreal. She gets to experience a whole new life when she's sent to live with her dad, an old punk rocker, in Los Angeles.

Freak Show by James St. James
After being physically and emotionally beaten at his exclusive Florida private school, 17-year old drag queen Billy Bloom rediscovers his fabulosity and runs for homecoming queen.

How to Be Popular by Meg Cabot
Can you learn to be popular from a 1950's book? Steph Landry is willing to try anything to bump up her social status after an embarrassing incident in 6th grade.

Memoirs of a Teenage Amnesiac by Gabrielle Zevin
The last thing Naomi remembers is...four years ago. After a nasty fall, she wakes to find her entire high school experience missing from her memory.

The Missing Girl by Norma Fox Mazer
Five sisters go about their lives, unknowing of the neighborhood man tracking their every move...

Peak by Roland Smith
At age 14, Peak Marcello attempts to become the youngest person to climb Mt. Everest. Along the way, he learns about Tibet and his estranged father.
**Shift** by Jennifer Bradbury  
Chris and Win take off on a cross-country bike trip after graduation. Only Chris returns, and he’s left with the mystery of where Win has gone.

**Nonfiction**

**American Dreaming** by Laban Carrick Hill  
A history of how young people changed the social fabric of America through the Civil Rights Movement, Black Nationalism, Chicano Power, the American Indian Movement, and feminism.

**Snow Falling in Spring** by Moying Li  
This memoir tells of Li’s coming of age during China’s Cultural Revolution.

**War in the Middle East** by Wilborn Hampton  
Journalist Bill Hampton tells of his experience covering the 1970 Jordanian Civil War and the Yom Kippur War as well as the subsequent history of the Middle East.

**A Young People’s History of the United States**, Volume 1 and 2 by Howard Zinn, adapted by Rebecca Stefoff.  
This two volume set covers the history of the United States from Columbus to the War on Terror Howard Zinn-style.

**Graphic Novels**

**The Arrival** by Shaun Tan  
This wordless graphic novel tells the story of a man and his family immigrating to the United States and their struggle to build a new life.

**Aya** by Marguerite Abouet and Clement Oubrerie  
Aya tells the story of the eponymous character as a teenager growing up in the Ivory Coast in 1978.

**Bigfoot: I Not Dead** by Graham Roumieu  
Bigfoot’s third release tells more personal tales of being misunderstood.

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**I Want That One Book: Teen Lit to Reel Them In**

**Coraline: The Graphic Novel** by Neil Gaiman; adapted and illustrated by P. Craig Russell  
Check out the graphic adaptation of Neil Gaiman’s strange and dark fantasy world behind the Coraline’s secret door.

**The Kingdom of Winds**, Vol. 1 by Kimjin  
In Goguryeo, an Ancient Korean Kingdom, Crown Prince Myhyul tries to save his brothers and sisters from the despotic king, their father as well as a secret curse looming over the entire family.

**Tween Reads**

**Kiki Strike: The Empress’s Tomb** by Kirsten Miller  
The second book in the Kiki Strike series, Kiki and her friends try to stop a art forger and keep the secret underground city below New York, just that—a secret.

**The Mysterious Benedict Society and the Perilous Journey** by Trenton Lee Stewart  
The Mysterious Benedict Society foursome is sent on an international scavenger hunt.

**The Penderwicks on Gardam Street** by Jeanne Birdsall  
The Penderwick sisters are back home and this time their adventure is preventing their father from finding a wife.

**Savvy** by Ingrid Law  
When Mibs turns thirteen she is certain she knows her “savvy”—her unique magical power—and it will save her father’s life.
Story Time
Puppetry for Ones and Twos

STEVEN ENGELFRIED

Using puppets during Toddler Times or Baby Programs is a great way to catch (and hold) the attention of those very youngest storytime attendees. Puppetry also provides opportunities for developing early literacy skills and modeling creative play. Librarian and puppeteer Steven Engelfried shared and demonstrated basic puppetry techniques, creative ideas, and lots of easy-to-learn story suggestions just right for children under three. Here’s a list of the stories he told, along with teller tips and general advice about using puppets with young children:

**Pop-Outs:** no books, just pop out the puppets as you do the rhyme

1. **The Cat Went Fiddle-I-Fee** by John Langstaff
   - Works best to bring out each animal just once, rather than repeating the whole group as each new one appears.

2. **Down on Grandpa’s Farm** by Raffi
   - When you bring out each animal, can show a portion first to generate guesses, or bring out the whole animal, depending on age level of audience.

3. **I Went to Visit the Zoo Today** traditional
   - “I went to visit the zoo today, I saw a lion across the way, what do you think I heard it say?…..ROAR!” That’s all there is to it…

4. **Oh a-Hunting We Will Go** by John Langstaff
   - First pop out the animal (pig, fish, armadillo…), then pop out the appropriate rhyming prop (wig, dish, pillow…)

5. **Old MacDonald Had a Farm** by Jessica Souhami
   - Makes a good introduction to puppetry in the session, since it’s familiar to so many

6. **Over in the Meadow** by Paul Galdone
   - Need regular puppet, plus finger puppets to go with it
   - Can “count” up to three or four, rather than ten like in the book.

7. **Sitting on the Farm** by Bob King
   - For this age, the “munch, munch, munch!” part involve a chase rather than an actual eating.

8. **Walking on the Farm** traditional
   - “Walking on the farm, what did I see? I saw a cow mooing at me…”
   - In most of the examples above, stuffed animals work almost as well as puppets, since they don’t need to do much more than appear.
   - Most of these can be adapted to fit what puppets you have and to use the same basic idea with a varied theme: Use “farm,” “zoo,” “forest,” “ocean,” “pets,” etc.
   - It can be fun to throw in one “wrong” puppet with two year olds: “and on that farm he had a….monkey? Do monkey’s live on farms?….”

Steven Engelfried has been a youth librarian for 22 years. He currently works in the Early Childhood Outreach Department of Multnomah County Library, where he coordinates the “Raising A Reader” program. He reviews books for School Library Journal, occasionally teaches a children’s literature course for Oregon State University, and will be serving on the 2010 Newbery Committee. He enjoys using puppets in storytelling for all ages, and performs at other libraries in northern Oregon as “The Pink Pig Puppet Theatre.” He lives in Hillsboro, Oregon with a wife, two kids, six cats, and too many puppets to count. He can be reached at: stevene@multcolib.org
Follow-Ups: read the book, then use puppets to retell or continue

*Brown Bear Brown Bear What Do You See?*  
**Bill Martin**  
--- After the book, you can bring out other animals one at a time, and/or repeat ones from the book.  
--- End with "children, children, what do you see?" And hold up each puppet one last time.

*A Children's Zoo*  
**Tana Hoban**  
--- Choose three or more words to give hints, then pull out the animal  
--- Point out the importance of vocabulary building to caregivers

*Do You Want to Be My Friend?*  
**Eric Carle**  
--- Kids help tell the almost wordless story as you use the book  
--- Then your puppet mouse (or it could be another animal) searches for friends,  
--- Show just a part of each animal (tail, ear, leg) and have the kids guess

*Hi Pizza Man*  
**Virginia Walter**  
--- A small pizza box, plus any puppets you want who appear and hold it

*I Went Walking*  
**Sue Williams**  
--- You can be the person walking...look away from the puppet following you until the "I saw a ....following me!" part  
--- You could also use a person puppet in one hand, and have each animal follow it

*Lunch*  
**Denise Fleming**  
--- Rather than having puppets appear, this time it's the puppet (mouse or something else) who pulls food out of bag  
--- Show just a part of the food first and have kids guess, as with the book  
--- Real food is especially fun, but plastic food works too

*Peek a Moo*  
**Marie Torres Cimarusti**  
--- Partially cover the puppets head with your hand and have kids guess before you show  
--- Or have puppets (if they have movable hands) cover their own faces

*Row, Row, Row Your Boat*  
**Annie Kubler**  
--- After the lion and crocodile used in the book, bring out other animals as puppets  
--- Rhymes can be silly: "...row your boat, row so gently now / if you see a kitty cat, don't forget to meow......row your boat, row and don't you stop / if you see a bunny rabbit don't forget to hop..." 

*Seals on the Bus*  
**Lenny Hort**  
--- Can follow up the book with "I wonder what other animals we might find on the bus..."  
--- Or can sing the original "Wheels on the Bus" song, then show the book, but use puppets instead of reading it

*Spots, Feathers, and Curly Tails*  
**Nancy Tafuri**  
--- Can use any animals, following the pattern of showing one portion so kids can guess  
--- If you have a group of puppets from the same environment (forest, ocean...), it's fun to show each and conclude with the same question from the book: "and where do they all live?"

*Zoo-Looking*  
**Mem Fox**

--- To replicate the rhythm and rhyme of the book, you'll need to think up some "ack" rhymes to match half of the puppets you use: "she looked at the mouse with its nose so black"
--- The other half you can alternate with the "looked back" refrain: "she looked at the frog and the frog looked back"
--- You can do "Follow-Ups" immediately after reading the book, or later in the storytime, or even the following week if you have a fairly regular audience

**Real Stories:** more complicated puppetry, but still good for 1s & 2s

*Ask Mr. Bear*  
**Marjorie Flack**  
--- Minimum requirements: bear, farm animals, "gift" props  
--- You can be Danny, meeting each animal  
--- Use props for each gift, either real or plastic  
--- Don't have to include all animals from the book  
--- You can be mother at the end as she asks Danny about the gifts  
--- Finish with Danny giving the bear a "big bear hug" (even though it’s his mother he really hugs)

*The Big Fat Worm*  
**Nancy Van Laan**  
--- Minimum requirements: bird, cat, dog  
--- I just use my finger for the worm  
--- The rhythm and rhyme is important, so I usually have the ending bit written on a 3 x 5 card so I get it right

*Happy Birthday Moon*  
**Frank Asch**  
--- Minimum requirements: bear, hat, moon  
--- Can explain what an "echo" is before and have them practice  
--- Your raised arm can be the “tree” that the hat blows up to  
--- A Styrofoam ball on your finger makes an especially good moon  
--- May want to explain what’s going on at some parts: “and the moon rose slowly in the sky until it looked as if it was right underneath the hat in the tree…”

*Jump, Frog, Jump!*  
**Robert Kalan**  
--- Minimum requirements: frog, fly, two other animals from book, basket (or net or blanket)  
--- Have kids do the “jump frog jump” refrain and don’t jump the frog until they say it  
--- Book has turtle eat snake who eats fish, but it works with any two of those  
--- Storyteller plays role of “kids” and the one “kid” who sets the frog free

*Mr. Gumpy’s Outing*  
**John Burningham**  
--- Minimum requirements: Man, child, four farm animals, raft  
--- Don’t need all of the animals from the book  
--- Can use a box lid or flat piece of anything for the boat  
--- Once in the boat, puppets may flop awkwardly instead of standing up but that’s fine...kids will be looking at Gumpy and the next puppet by then  
--- Tossing everyone from the raft is a fun surprise

*Meow!*  
**Katya Arnold**  
--- Minimum requirements: Dog, cat, bee, two other animals  
--- The story revolves around Kitten saying “meow,” than hiding just as Puppy turns to look  
--- You can do that hiding bit as many times as you want throughout the story  
--- Just describe the pond when Puppy jumps into it...don't need a pond prop
Story Time Puppetry for Ones and Twos

Runaway Bunny  Margaret Wise Brown
--- Minimum requirements:  Rabbit, props to match the story
--- This requires more elaborate prop preparation, but some can be simplified.  "trapeze," for example, can just be bunny hanging onto storyteller's finger
--- Once you have the props, the story tells easily
--- Can use one rabbit for Little Bunny and storyteller for Mother, or two separate rabbits.

Squeak-a-Lot  Martin Waddell
--- Minimum requirements:  Two mice, cat, two or three other animals
--- Mouse can meet any animals, not necessary to match the book (except for cat)
--- Have mouse and partner kind of dance in a similar pattern of motion for each game of "buzz a lot," "woof a lot."
--- Mouse meets just one other mice at the end, instead of a group of mice

Three Little Kittens  Paul Galdone [other versions too]
--- Minimum requirements:  Cat, three kittens (finger puppets), three pairs of mittens, rat
--- Can have felt mittens on a flannel board at first, which get removed and return through the rhyme
--- Plus a set of "soiled" mittens
--- Can use a "pie" prop, but also works if pie is just mentioned
--- End is a bit tricky:  Mother "smells a rat close by" she exits and storyteller switches her for a rat without kids seeing (in bag).  Then kittens smell the rat and he pops out and chases them away
--- For a simple version that works well with ones, just use cat puppet and three kitten finger puppets and tell the rhyme, without mittens, pie or rat

FAQ

How do I keep the kids from grabbing puppets?
A sturdy bag, with zipper and handles, works well.  You need something that can be easily moved to lap, table, or floor, and something that can be opened and closed easily.  Stiff sides can make it easier to locate puppets or props, so pillow case or floppy bags can be tricky.

What if I don’t have all of the puppets to match the story?
Substitute puppets as needed.  Many stories can be adapted by substituting or eliminating puppets to match what you have on hand.  Also, cutting a character or two can make a longer story more workable for ones and twos.

What information about puppet stories should I share with caregivers?
Note where your puppet stories develop specific early literacy skills and share with caregivers.  Narrative Skills and Vocabulary have especially strong potential with puppetry.

Should I let kids touch the puppets?
You may want to use one puppet to greet the kids as they arrive and/or after the story time is finished.  It can be helpful to give them a cue for what to do ("shake his hand" or "pat her head").  This will help keep the line moving.  Getting close to the puppet can be a highlight for many kids, but if they also want to try it themselves, let them know that the puppets will stay on the storyteller's hand.  If your library has a circulating collection of puppets, make sure attendees know about it.

What if I make mistakes?
Don’t worry about being slick or perfect.  While you tell, you’re also modeling book extensions and creative play to caregivers, so your telling should seem easily replicable, rather than flawless.

Do I have to practice a lot?
You should rehearse the story before telling.  Focus on any key movements, trading puppets on and off hands, and where you put the puppets when they’re off.

What kinds of puppets should I have?
If you or your library is building a puppet collection, consider starting with animals that show up in picture books a lot (mouse, bear, dog, cat…) and basic collections of animal groups (farm, zoo, forest…).
Inspiration for the learning project came from our 2006 regional conference speaker Michele Jeske who mentioned the Learning 2.0 project at the Public Library of Charlotte and Mecklenburg County. Human Resources Manager Marian Thomas was looking for a learning experience that allowed for the exploration of new technologies, encouraged staff to take charge of their learning through a self-paced program, and advance the on-going development of the District’s learning culture.

Embracing Technology

Learning 2.0 Team

Reviewed PLCMC’s Learning 2.0

http://plcmclearning.blogspot.com

Pilot Project with Redmond Library

January 2007

9 weeks

22 exercises

Embracing Technology

- Orientation
- 30-minute session
- History
- Terms
- Support
- Handouts
- Timeline bookmark
- Quiz wrapped around a pen

One of the main challenges was to get staff excited about the project. We felt that it was important to get people on-board quickly and to complete all of the exercises. We created a 30-minute in-person kick-off orientation session covering the history of Web 2.0, some key terms, and information about support.

At the end of the presentation we distributed a bookmark with keys terms and a timeline for completion, plus a short, fun quiz pitting E.T., the movie against E.T. – Embracing Technology – the learning experience. (share handouts with attendees)

Completed quizzes sent to Marian who in return distributed an incentive – a treat bag of chocolate, small alien toys, and a poem by Carl Sandburg (for those who do not know, E.T.’s face was partially modeled after Carl Sandburg). This let us know who intended to work through the program.

Embracing Technology

- Weekly Reminders
- Kick-off Message
- 9 or 5 Weeks
- Samples for Week 2
- Week 2 – Blog Creation
- 9-Week Program Only
- Monitored Progress Completion

Weekly reminders were sent to staff to keep them on track and encourage continued participation. Discuss sample reminder with handouts. Note that we will discuss 5-week program further later in the presentation.

In Week 2, participants created their own blog using Blogger - http://www.blogger.com. This was used to monitor progress. Throughout their exploration staff commented on their progress and experiences, both good and bad. The final blog message provided a chance to comment on the experience and provided an indication that they were finished. The

Embracing Technology

A Learning Opportunity for Library Staff

Liisa Sjoblom
April Witteveen
Embracing Technology: A Learning Opportunity for Library Staff

A final incentive of a $10.00 movie gift card was sent to those participants who completed all exercises.

Embracing Technology

- Pilot Results
- 1/3 of Staff Finished
- Short Feedback Survey
- Survey Results
- Enjoyed the Kick-Off
- Weekly Reminders Important
- Liked Trying Out New Technology
- Time a Major Factor

At the end of the pilot 6 of 19 Redmond staff completed the program and provided feedback through a short survey. See handout packet.

Everyone found value in the introductory kick-off and they all liked trying out the new technology. They also found the weekly reminders important. The major drawback was time. 22 activities, one less than PLCMC, were still too many. Before rolling it out to the rest of the staff the team needed to shorten the lesson plans and really make the learning experience relevant to the Deschutes Public Library.

Embracing Technology

- 14 exercises
- DPL Specific
- Intranet

The team reviewed the 22 exercises and managed to pare it down to a lean 14 exercises over nine weeks. We also took each of the exercises and wrote them for our own web site. We were concerned that PLCMC would take down or alter their site as they updated their program. At this time none of our exercises link directly to the PLCMC site. We also moved the sequence of exercises around to logically fit what we wanted to emphasize. (Handout of Topics)
Embracing Technology

- NoveList
- DPL Digital Downloads
- DPL Catalog

As an example of weekly content, we'll take a deeper look at Week 5 of the 9-Week program. Consists of 3 separate exercises covering online resources – NoveList, DPL Digital Downloads and the Catalog. NoveList was selected because as a group of readers it is highly relevant (and fun!), DPL Digital Downloads because we wanted everyone to get comfortable with downloading audiobooks, and the catalog because it is our number one used database. (Handout of Week 5)

- Each “Thing” contains introductory materials, discovery resources, and discovery exercises.
- Note that your handouts include the content for NoveList, DPL Digital Downloads, and the DPL Catalog.

Embracing Technology

- 5-Week Experience
- Circulation Staff
- “Jump Start”
- 5 Weeks8 Exercises
- No Blog

Short Quiz to Complete

We also realized early on that we needed to create a shorter version for part-time staff, primarily working in Circulation. They do not have the same amount of time to devote to the exercises and also use shared computers email and related communication tasks. The short version, called Jump Start, runs for 5 weeks and involves eight different exercises. Instead of a creating a blog where progress is monitored, they complete a short quiz at the end of the five weeks.

Embracing Technology

- Main Program from June through November of 2007
- Staggered Starts
- Orientation Sessions with Incentives
- Support and Encouragement
- Blogs Monitored
- Movie Gift Cards Upon Completion

- Everyone in the Deschutes Public Library system was invited to participate between June and September of 2007 with staggered completion by department or branch through November. Participation was voluntary, but strongly encouraged, especially for staff providing reference service.
- The Learning 2.0 Team provided orientations and followed up with support and encouragement through the weekly reminders.
- Blogs were monitored for progress and we often took time to comment on postings to encourage the social nature of the entire experience.
- As people finished, movie gift cards were sent to staff.

Embracing Technology

- Positive Results
- 50% of Staff Participated
- 33% of Staff Completed All Exercises
- Favorite “Things” – YouTube and Flicker
- Least Favorite "Thing" – RSS Feeds
- Creative Blogs
- Everyone Liked to Explore
- Most Wanted More Time

Results were and continue to be positive. Half of the staff participated to some extent and one third completed all of the
Exercises. Blog commentary showed some areas such as YouTube and flickr were more enjoyable than others. The RSS feeds exercise was the least liked activity. Some blogs were quite creative and everyone indicated that they really liked the chance to explore. Many wished they had more time and those who did the short version wanted to do the longer version.

Embracing Technology

Here are some of the comments from staff about their experiences.

- “I felt this exercise was very worthwhile. I only wish I had more uninterrupted time to explore the myriad options available and to thoughtfully consider the implications of some of the choices for our patrons.”
- “Found the program to be very eye opening and actually fun.”
- “It was a great opportunity to try out some of the new technology out there.”
- “The overall experience was very positive for me. I’m one of those that need to be gently pushed out of my comfort zone.”

Embracing Technology

- Worthwhile Learning Program
- Part of General Orientation
- E.T Quiz No Longer Used
- Movie Cards Still Distributed
- Review of “Things” in September
- Model for Future Online Training Programs

Embracing Technology has proved to be a worthwhile learning program for staff and it is now part of the general orientation for new staff.
- The initial E.T. quiz is no longer required, but it is shared during the kick-off sessions which are still given by team members.
- As staff finish, they also receive the movie gift card. Participation is generally initiated by the department manager.
- Current plans are to review the exercises each September and update as necessary.
- We found this to be a very worthwhile endeavor and can recommend it to any library looking to get staff involved in their own learning. Not only are staff learning about new and emerging technologies, the team learned much from the development process. From working with surveys, forms, and discussion forums on our intranet to selecting web links to participating in the activities we developed a model for future online training programs. We encourage others to embrace technology and develop similar programs in your library!

Embracing Technology

Thank You!

Documents for the Deschutes Public Library’s Embracing Technology Program are available online at www.nwcentral.org.

Search the phrase “embracing technology.”

PNLA QUARTERLY 73:1  36  WWW.PNLA.ORG
The Story
- The view from IT
- The view from Buildings & Facilities
- The view from the Library

Administrative Matters
- Portland Center Administrative Council
- Portland Center Technology Committee
- Strategic Plan

Funding of the Strategic Plan
- What we asked for
- What we got
- What we did with what we got
- What we did not do because it wasn’t funded

Additional Changes
- Light Diffusers
- Color Printer
- Scanning Station
- Fax Machine
- New Doors

Room 141
- Copy machines
- Faculty Teaching Learning Development Lab
- Director of Hybrid Learning Office
- The Writing Center

Art in the Library
- Attempt to show art produced by artists somehow connected to George Fox University
- Library keeps 10% of sales

Student Responses
- Great Response
- Classes began reserving it for use
- Students unhappy about being displaced
- Need additional area elsewhere in the library

Staff Responses
- NIMBY! Hope for the Future

Multimedia Production Lab
- Initially this was to be the Faculty Teaching Learning Development Lab. However, this did not get funded.
- The idea has morphed into a lab open for use by all, both faculty and students, that can be reserved through the campus wide room reservation system.
- More Hope for the Future

Reassessing the Reference Collection
- Repurposing the Reference Collection area into a Collaborative work area with a couple of high tech toys.
- IT hope for the Future
- Full service IT service desk for graduate programs

Portland Center Administrative Council

Information Technology Task Force

Long-Term Strategic Planning Proposal

Revised, 7 June 2006

With the understanding that the original Strategic Plan (January 2006) approved by the Portland Center Administrative Council remains the optimal plan for the deployment of technology at the Portland Center, this Revised Proposal is presented as the implementation plan for the budget amount allocated for the 2006 – 2007 budget year in addition to dollar amounts this task force believes may be forthcoming from one other source.

Bruce Arnold is Portland Center Technology Specialist. He can be reached at: barnold@georgefox.edu

Charles Kamilos is the librarian at the University of Oregon Portland Center Librarian and an Assistant Professor at George Fox Evangelical Seminary. He can be reached at: ckamilos@georgefox.edu.
Information Commons: Cooperation Makes It Work!

This revised plan assumes a budgetary allocation of $30,000. It is also possible that further funds may be used from existing student fees monies ($8,800 - $10,000.)

1. Replace Computer Lab machines ($10,000)
   The 16 computers that currently make up the Portland Center Computer Lab are very old; immediate replacement of these machines is critical. There may be some funds in the Student Fees fund of the Portland Center which could contribute to this replacement. [The money for this item would come from existing student fees money.]

2. Create an “Information Commons” area (<$16,000)
   (Move the Computer Lab area to the Front Library Space)** This move would also create a new small classroom/conference room from the old computer lab space.
   a. Move the 16 computers currently housed in the Computer Lab to the Front Library Space.
   b. Move the existing furniture out of the front library space and replace it with three 6-computer workstations. Retail price for these workstations is approximately $6500 each; local construction or discounts would lower this cost.

3. Smart Classrooms
   The following plan shows the priority of classrooms and describes what equipment is needed to provide for smart classrooms at the Portland Center this coming fiscal year.

   - Finish rooms 155A and 240 with podiums from Stevens ($1,800???)
   - Purchase projectors for 160, 235, 281, 285B.
   - Provide podiums for 160 and 281. If possible, provide full podiums also for 235 and 285B.

   Breakout of cost:
   - Podiums, wiring & labor: $2000 each
   - LCD projectors w/mounting & wiring: $2000 each
   - Total cost of transformation into a smart classroom = $4,000

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Brief Introduction to Human Learning Ecology – Libraries, Education & Development in a New Light

An Education Institute program presented by Elizabeth Dozois

Monday, November 3, 2008
1: 00 pm Mountain time, 3:00 pm Eastern

- What is the function of intelligence, & how is it linked to human survival?
- How is intelligence developed, applied & extended across communities & civilization?
- How is it degraded or constrained?

Human Learning Ecology draws on the record of human striving, achievement, and failure across time, cultures & disciplines to understand the function & development of adaptive intelligence in human systems. The discipline provides a framework for understanding human & social development issues at a level that supports effective action. As repositories of the records of human striving libraries have a significant role to play in extending our capacity for adaptive intelligence. This introduction to Human Learning Ecology will touch on the role of libraries in the ecology of learning.

The framework of this program is based on the work of Ken Low, founder and director of the Action Studies Institute [est. 1983], a private research agency dedicated to the development of human learning ecology & mapping out how adaptive intelligence works or fails to work in human systems. The Action Studies Institute provides the curriculum & support for Leadership Calgary and Leadership Edmonton.

Elizabeth Dozois is a research consultant in Calgary, Alberta. Combining a passion for narrative with a desire to affect social change, Elizabedh uses collective stories to inform policy, funding, strategic, and programmatic decisions in the social-profit sector.

To register for this and other Education Institute programs, please go to:
http://www.thepartnership.ca/partnership/bins/index_ei.asp

The Education Institute offers a wide range of practical workshops for information professionals and others interested in information issues or in learning new information technologies. You do not need to be an information professional to participate in Education Institute programs.
The Problem
The problem – how best to integrate information literacy into disciplinary coursework

EWU General Ed Overarching Goals include “enhance students’ critical thinking skills, including effective research skills, information literacy…”

Our only standardized, integrated IL components are in English 101 & 201

How can the library work with the faculty to integrate information literacy/library research into curriculum?

What methods will work best in EWU campus culture?

Our Solution
Campus culture = extra pay for extra work

Where does the money come from? Apply for EWU Strategic Planning Grant money

Project must tie in with library’s strategic plan

Impression that multi-departmental projects more likely to be funded

Student Research Skills Project -- work with 8 faculty from 2 departments in 2 different colleges to “define the research skills required in their respective disciplines, determine how development of those skills can be incorporated into selected courses, and redesign course assignments accordingly.”

How Organized
Worked with 8 faculty (4 from Biology, 4 from History) teamed with 4 librarians

Met 8 times over academic year, 7 as group, once with each department separately

First meeting: social meet & greet, asked Faculty’s experience doing library research as undergrads

General expectations for their students

Most meetings, departments broke up and met separately (with their liaison librarians to discuss learning outcomes & assignments

Ielleen’s End Goal
Each department revise research component/assignments in 3 classes: one at the beginning, one somewhat midpoint, and the last one towards the end of their bachelor’s degree.

Each department answer these questions:
• In regards to acquiring, evaluating and using information, what should students be able to do at three different stages within the major?
• How will students demonstrate that they have learned these objectives?
• How will the faculty systematize assessment of the students as a whole, to determine if they are learning the above objectives? And if they don’t appear to be, how will the faculty make changes, or “close the feedback loop”?
• What will the librarian’s role be in facilitating these objectives?
• What Biology Did Before the Grant

Ielleen Miller is the Coordinator of Instruction at Eastern Washington University. She has been at EWU since April 2006. She can be reached at: imiller@mail.ewu.edu
Karen A. Carlberg, Ph.D., is a Professor of Biology at Washington University, with specialties in human physiology, endocrinology, and exercise physiology. She can be reached at: kcarlberg@mail.ewu.edu
Integrating Information Literacy within the Disciplines:

In general...

- High value placed on literacy in biological literature.
- Incorporation of biological literature and library sessions in multiple classes.
- Little attempt at coordination among classes.
- BIOL 270: Biological Investigation
- Biological literature and library sessions included in most, but not all, sections.
- Assignments on biological literature included in some, but not all, sections.
- Research projects included in all sections. Students design & conduct experiments and do related biological literature searches. Projects culminate in written article, oral presentation, or both, always including literature review.
- BIOL 301 and BIOL 304: Microbiology and Vertebrate Zoology (BIOL 302 and 303: Botany and Invertebrate Zoology)
- Intention to reinforce and extend library skills learned in BIOL 270.
- Activities and assignments include annotated bibliographies or papers based on biological literature. Emphasis on primary literature, with some use of secondary literature.
- BIOL 490: Senior Capstone / Animal Physiology, Plant Physiology, or Microbial Physiology
- Research projects included in all sections. Students design & conduct experiments and do related biological literature searches. Projects culminate in written article, oral presentation, or both, always including research projects.

What Worked Best

- Self-selected, motivated faculty
- Participants supported the goals & would recommend project to other faculty
- Articulated learning objectives and mapped to courses and assignments
- Shared assignments & opportunity to learn from each other what works and what doesn’t (though not so much sharing with other department)
- Faculty learned about library resources & services
- Challenging Aspects
- Meetings with both departments
- Scheduling nightmare
- Too much wasted time trying to share with each other
- Assigned readings
- Faculty didn’t appear to see relevance and/or wanted examples that don’t exist in the literature

Assessment

- Ran out of time & ended up with subjective views/perceptions
- Difficulty in scaffolding skills/vertical inteergration
- Departmental cultures

Next Steps for Biology

- Present results of the project to a meeting of all biology faculty
- Agree on objectives for the 200, 300, and 400 level courses
- Agree on components to continue or add to all sections of BIOL 270
- Refine activities and assignments for BIOL 301, 302, 303, and 304
- Agree on activities and assignments to add to all sections of BIOL 490

Next Steps for the Library

- Build on work done with Biology & History by working with key faculty in their respective colleges to:
  - Present the work done
  - Seek endorsement of discipline-appropriate IL outcomes
  - Identify key courses in each department where outcomes will be integrated
  - Next Steps for the Library, cont.
  - Work with 2 other departments: Physical Education, Health & Recreation and Urban & Regional Planning
  - Will hold most of the meetings before Fall Quarter
  - More streamlined (divide up by department, use worksheets to keep on task)

Revised Courses in History

History 290: History Today - Issues & Practices – focus on choosing & analyzing sources

History 303: US History 1607-1877 – focus on synthesizing given sources; using America: History & Life to find secondary sources & writing annotated bibliography

History 490: Capstone – already had large research component; added librarian-led session & reflective essay/oral presentation on research process
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