

DLA Bulletin

Newsletter of the Delaware Library Association

Spring 2009

<http://www2.lib.udel.edu/dla>

Conference 2009: Cultivate Your Knowledge and Skills

Join friends and colleagues for dinner, conversation and a night of civility.

Following the Division meetings and Awards we will be encouraged to think about library services in every type of library. DLA's World Café will tap into and build our collective knowledge through facilitated conversations. This creative yet simple process will foster the cross-pollination of ideas, giving rise to new insights and perspectives regarding issues that lie at the heart of library service. The conversations will be captured and later compiled and posted on the DLA website. DLA's World Café promises to be engaging and useful as we continue to build our professional network and develop our strategies for top notch library service.



Dr. P.M. Forni

The featured speaker of the evening will be Dr. P.M. Forni co-founder and director of The Civility Initiative at Johns Hopkins University. Dr. Forni is the author of *Choosing Civility: 25 Rules of Considerate Conduct* and *The Civility Solution: What To Do When People Are Rude*. A book signing will follow Dr. Forni's presentation.

Visit his web site at <http://krieger.jhu.edu/civility>.

Thursday, May 7, 2009

**Dover Downs Hotel & Casino
Rollins Center**

Agenda

5:00pm

Division meetings: CRLD, CSD, DSLMA, and PLA

5:30pm

DLA Annual Meeting and Awards

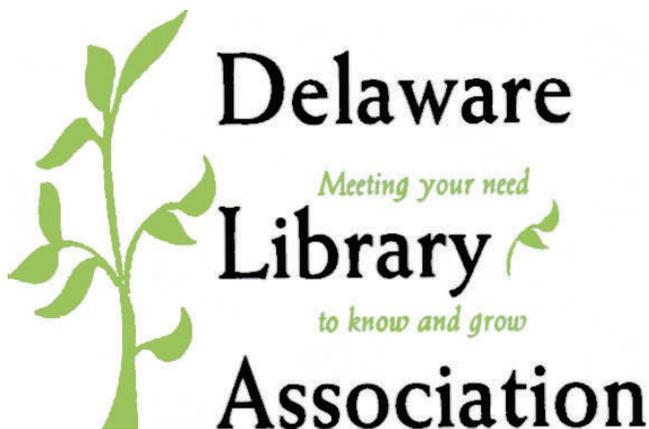
6:00pm

Reception & Networking
World Café : *Meeting Our Standards of Service in a Fiscally Challenging Time*

7:00pm

Dinner and Featured Speaker
Civility with Dr. P. M. Forni

The registration form is available online at <http://www2.lib.udel.edu/dla/conf/index.htm>



Customer-Centered Searching

By Helen Waite, Lewes Public Library

We have a lot of good – even great - books in our non-fiction section that are sitting like the Maytag maintenance man. We needed to increase non-fiction circulation!

While the Dewey Decimal system is useful for finding an exact title, its format is not common knowledge for most adults or children. Finding the information desired is a multi-step, non-intuitive process.

Bookstores use a “browsing” approach to facilitate book access – excellent topical signage, colorful end displays, and books faced out.

We decided to combine the best attributes of the libraries with those of the bookstores and create Topical Neighborhoods, following the process showcased by Topeka-Shawnee County Public Library (TSCPL) at the PLA Virtual Conference, March 27, 2008.

Notes are available at www.placonference.org/handoutspage.cfm. See “Why Do We Dewey?”

The Neighborhood concept pulls materials together from multiple Dewey disciplines, so that items that naturally belong together can be inspected side-by-side, instead of being separated strictly on the basis of format (e.g. video vs. book).

For example, in a Travel neighborhood, you could have books and videos from the 914’s together, along with Foreign Phrase Books that would normally be housed in the 400’s.

Several differences with the TSCPL approach immediately cropped up, due mostly to the fact that Lewes Public Library (LPL) is a small rural library, not a large County Library. Our budget, staffing, total number of books and circulation are much smaller. We are also members of the Delaware Library Catalog consortium – so all cataloging decisions needed to be agreed upon by the consortia.

A number of preparations needed to be made, requiring discussion with most of the Staff. TSCPL recommended “...a major Dewey cleanup...plus some tweaking of the Dewey numbers.”



Travel section before



Travel section after

Placement of the new Neighborhood was a concern, since many shelves from 910 to 919 were close to a wall – not exactly eye-catching!

We moved the section to the far end of our research wing, where it would immediately catch the attention of patrons, and where some reference materials due for retirement were located. As part of this process we mounted a large world map where patrons could mark their own travels with pins. After three weeks there were more than 600 pins in place. Patrons loved this interactive feature!

Although comparison circulation statistics are not yet available, based on observation we believe our circulation will have increased.

NCC Reads...Back to Nature

By Pat Birchenall, Newark Free Library

During the month of April, New Castle County Libraries will once again host New Castle County Reads. This annual countywide program is more than just an invitation to read and discuss the same book. This year it is also an opportunity for the community to rediscover nature right here in New Castle County!

Using Bill Bryson's book, *A Walk in the Woods: Rediscovering America on the Appalachian Trail*, as the point of departure, county libraries are offering free programs to help everyone become reacquainted with nature. And it's happening both inside and outside.

In addition to ten book discussions featuring *A Walk in the Woods*, an array of programs, including talks by authors, naturalists, gardening experts, an Appalachian Trail thru-hiker and more will take place in April. Two nature walks will acquaint participants with the beautiful (and free!) natural resources available to them in New Castle County.

By partnering with area organizations such as Delaware Greenways, Delaware Nature Society, DE Cooperative Extension Agency, and others, the libraries are able to present high quality programs for both adults and children.

A brochure listing all of the programs can be found on the library system's website at www.nccdlib.org, under the heading Library News. Call any county library for additional information about the programs or to request hard copies of the brochure.



Jane Kirkland, author and naturalist, will present / *Saw a Bald Eagle Soaring Over My Grocery Store* on April 24 and 25 at four libraries. Visit her website at www.talkawalk.com.



Robin Shackell, adventurer and former diplomat will present *Southward and to the Peaks* at the Newark Library on April 13 @ 7pm.

Letters about Literature

By Marie Cunningham, DE Division of Libraries

Delaware Center for the Book and Delaware Division of Libraries are pleased to announce the winners in the 2009 Letters About Literature essay program.

This signature program of the Center for the Book in the Library of Congress, in partnership with Target Stores, inspires young people to write to an author whose work changed their view of themselves or the world.

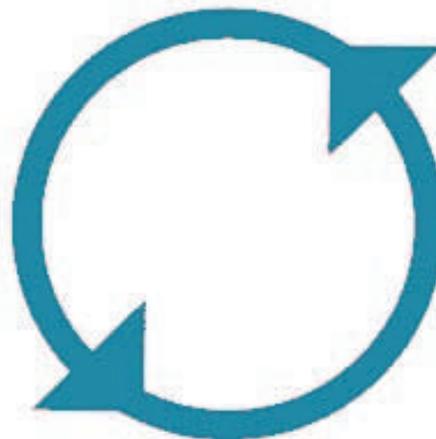
Madeline Carlson of Holy Cross School is the 2009 Delaware Level 1 (grades 4 – 6) winner, Sarah Bailey of Caravel Academy is the 2009 Delaware Level 2 (grades 7 & 8) winner, and Martha-Raye Adjei of Alexis I. duPont High School is the 2009 Delaware Level 3 (grades 9 – 12) winner.

The letters were judged on exposition, content and theme, and writer's voice. This year's Delaware judges were Diana Brown, Community Services Administrator, New Castle County Department of Community; Richard Krueger, Kent County Librarian, Kent County Department of Libraries; and Carol Fitzgerald, Sussex County Librarian, Sussex County Department of Libraries.

"We were very lucky to have these three judges," said Marie Cunningham, Delaware Letters About Literature Coordinator. "They brought enthusiasm, expertise, and fairness to the difficult task of choosing the Delaware winners."

The winning letter from each level has been submitted to the Center for the Book in the Library of Congress for the national round. Two national winners and four national honorable mentions will be selected from each level.

Students who read, write better.



Students who write, read more.

Tara Dick, who teaches at Delaware Military Academy thinks the program is exceptional. "[It's] AWESOME!" she said. "I love your contest; it's one of my favorite essays to read every year. THANK YOU for providing such a great opportunity."

As Delaware winners, Madeline, Sarah, and Martha-Raye will each receive a certificate, a \$50 Target GiftCard, \$100 cash prize, and a \$100 reading promotion grant for her library of choice.

Madeline selected Holy Cross Library as the recipient of the reading promotion grant. Sarah has selected Caravel Academy Library. And, Martha-Raye has selected Alexis I. duPont High School Library. These grants will be used for the purchase of library materials.

Over 500 students from 23 Delaware schools participated in the 2009 Letters About Literature Program. This program is open to all schools and public libraries. Entry information will be sent to all Delaware Public Libraries and all Delaware schools in September for the 2010 Letters About Literature Program.

Congratulations to the spring 2008 Delaware Library Leadership Institute Graduates

- Cheryl Clem, Newark Free Library
- Bonnie Elliott, Georgetown Public Library
- Denise Folliard, South Coastal Library
- Julia Peterson, South Coastal Library
- Veronica Schell, Delmar Public Library
- Sherri Scott, Georgetown Public Library
- Lori Staton, Delmar Public Library
- Helen Waite, Lewes Public Library
- Meghan Webber, Greenwood Public

www.dehealthsource.org

Delaware's 3 consumer health librarians invite all library staff to bookmark our recently launched website www.dehealthsource.org

Use it for easy access to reliable online health information.

We encourage you to investigate the various links so you will know where to look when patron questions come up, and they want an answer, fast.

Remember to call us when you need back-up!

Susan LaValley, New Castle County, 836-2725
Patty Hartmannsgruber, Kent County, 736-7079
Linda Leonard, Sussex County, 227-2854

WorldCat Local:

Search the University of Delaware Library and Beyond

The University of Delaware Library announces access to WorldCat Local, the world's largest network of library-based content and services. The University of Delaware Library is one of the first libraries in the nation to offer this new, innovative service.

WorldCat Local encompasses the holdings of over 10,000 libraries across the world, including the University of Delaware Library. It includes records for over 125,000,000 books, CDs, DVDs, maps, and Internet resources as well as archival materials. The database is continually updated, with a new record added, on average every 10 seconds.

WorldCat Local also contains over 57,000,000 article-level records from over 36,000 journals and 100,000 conference proceedings extracted from the ArticleFirst, British Library Inside Serials, ERIC, GPO (Government Printing Office), H.W. Wilson, and PubMed databases.

Now, in a single search, users can easily identify a broad array of high-quality research materials. Users can browse their search results by author, format, or year of publication.

Records for items often include cover art, links to book reviews, and electronic versions when they are available. Other electronic resources will be immediately accessible through the Article Express service of the University of Delaware Library, and items not physically held by the University of Delaware Library can also be requested in this manner. With a simple click, users can change the default interface to German, Spanish, French, Dutch or Chinese.

The electronic library of the University of Delaware Library, which is available 24/7 at [www.udel.edu/library], provides access for faculty, students, and staff of the University of Delaware to a rich array of online library resources including WorldCat Local, DELCAT, databases, full-text information, electronic journals and newspapers, Subject Guides to the Internet, the Institutional Repository, and much more.

Technology "Cookbook"

Krista Van Lewen, for the MaintainIT Project

According to several recent news articles, libraries across the country are reporting significant increases in circulation and usage – primarily attributed to the country's current economic woes. Not surprisingly, the use of library computers is out-pacing the increase in book and music check-outs. Used by everyone from college students who've canceled their Internet subscriptions to older individuals re-entering the workforce, these machines are getting a more strenuous workout than ever. Since libraries rarely have their own IT staffs, librarians are tasked with maintaining their public computers. How do they do it? With a little help from their friends – fellow librarians.

Three years ago a nonprofit called TechSoup started the MaintainIT Project with a Gates Foundation grant. As a hub of the program, they initiated "cookbooks" -- a free online resource, written by librarians from around the country, featuring current ideas and best practices for planning, building, and managing library computer technology. Librarians also contributed their knowledge on topics ranging from security solutions and strategic maintenance practices to community-building experiences involving Web 2.0 tools and vital partnerships. MaintainIT has just launched its third and final cookbook, entitled "Joy of Computing – Planning for Success." Librarians from across the country contributed to this useful resource designed to benefit libraries of all sizes.

You can learn more about the cookbooks here: <http://www.maintainitproject.org/cookbooks>

Library Spotlight: Then and Now

Monifa Carter, University of Delaware Library



Concord Pike Library 1959

The Concord Pike Library was conceived in northern Delaware during the early 1940s by Mrs. James H Young and a small group of volunteers. Named the Talleyville Branch Library, it was originally located in the foyer of the Alfred I. Dupont school. As its collection grew, it was moved to various locations in northern New Castle County. In 1956 the library's committee initiated a fundraising drive to earn the money necessary to build a permanent facility for the collection. This effort, coupled with a \$500,000 grant from the Longwood Foundation, funded the construction of a facility on Concord Pike.

This library opened in 1959 to serve the Brandywine Hundred area and was known as the Concord Pike Library. The Concord Pike Library eventually outgrew its facility, and the building was closed in 2003. The Brandywine Hundred Public Library opened during



Brandywine Hundred Library 2003

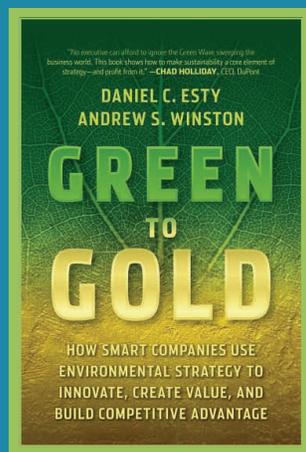
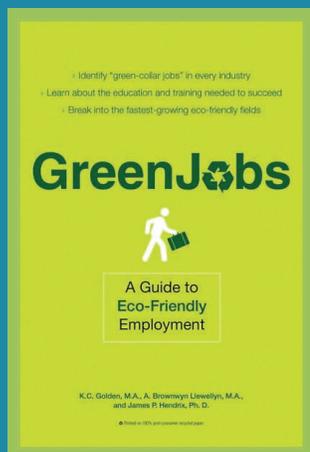
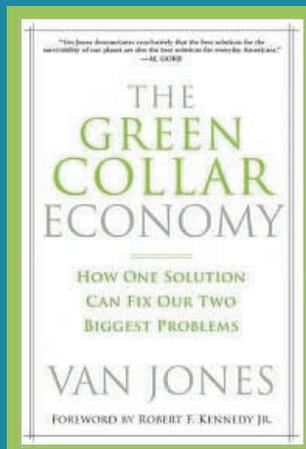
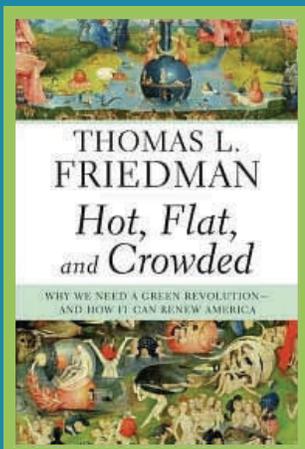
the same year in order to serve the community, and has since become one of the largest and busiest libraries in the county.

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The Green Economy



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