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ARKANSAS LIBRARIES

FALL 2016

VOLUME 73, NUMBER 3





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BPL 10 YEAR ANNIVERSARY

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ARLA CONFERENCE



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Arkansas Libraries is the official journal of the Arkansas Library Association. It contains articles of current interest, historical significance or literary value, concerning all aspects of librarianship, particularly items pertinent to Arkansas. It also includes official statements of and information provided by the Arkansas Library Association.

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Submit articles to:

Britt Anne Murphy, Managing Editor, *Arkansas Libraries*, <u>murphyb@hendrix.edu</u>.

Arkansas Libraries

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Cover Photo: Bentonville Public Library by Lance Macmaster.

Journal design by Ethan C. Nobles, <u>Ethan@NoblesLawFirm.com</u>.





FROM THE ARLA PRESIDENT: Signs of Growth

by Judy Calhoun

ArLA President

omething's different with the Arkansas Library Association. ArLA is pleased to announce the debut of our new logo and website, signaling the ongoing growth of the Association's identity and ability to better serve the library community across the state.



Calhoun

After many years with our previous logo, we felt the time was right to create a fresh image to reflect the current work and vision of the Association. Our goal was to create a visual identity that conveys an easily recognized uniqueness of who we are. Jordan Lewis was approached about designing the new logo. Jordan was born and raised in Jonesboro, Arkansas. Her love for design has grown exponentially since starting her undergrad career at Arkansas State University. Becoming an officer in the local AState chapter of AIGA and interning at the Jonesboro Public Library has encouraged her to get involved and better serve the local community. Currently, she works for MOR Media, Inc. designing community-based Premiere Magazine for the readers of North East Arkansas. We think she did a great job.

Overall, our new logo represents a 21st century organization that is determined, progressive, and inclusive. We are very excited to introduce this fresh new look alongside our new website because it better reflects the advocacy work that we do across

our state, our fundamental belief in the power of collaboration, and the diversity of our members across Arkansas.

Two down and one to go. That's the number of conferences for the Association left in this year. Both ALPS and ArASL held very successful conferences for their members in May and July respectively. Unfortunately I was unable to speak at this year's ALPS conference due to a minor (ahem) health issue, but from the attendees that I spoke with, it was one of the best! Our ArLA conference committee is working hard with conference chair Shawn Manis to make this year's conference one of the best. There was a record number of proposals submitted, forcing the program committee to make difficult decisions in choosing the right sessions for our attendees. We hope you have a hard time choosing which session to attend! We are excited to have this year's ALA president, Julie Todaro, close our conference. I met Ms. Todaro at the UNT graduation for Arkansas MLS graduates last November and believe me she is a hoot! Author of *This Book is Overdue!*, Marilyn Johnson will be our feature author for lunch on Monday. Her speeches and presentations demonstrate how savvy and wired librarians are not just necessary, but indispensable. I am eager to read her book The Dead Beat: Lost Souls, Lucky Stiffs, and the Perverse Pleasures of Obituaries. We hope you will join us at conference this year and help guide and strengthen the organization with your insights, knowledge and leadership.

Judy Calhoun, the President of the Arkansas Library Association, is Regional Director of Southeast Arkansas Regional Library.

From the Editor: Collaboration

by Britt Anne Murphy

Library Director, Hendrix College

f one ethic springs from libraries of all types, it is that of collaboration. Collaboration amongst libraries is nothing new. Sharing data with each other is what formed our cataloguing utilities and union catalogs. Many public libraries in Arkansas originated from collaborative efforts of civic organizations, women's clubs, or other communitybased entities. While most academic libraries aren't



Murphy

"forced" to collaborate with each other, the cost-savings systems such as interlibrary loan present are huge, and consortial arrangements with each other still offer considerable discounts on electronic resources. School librarians are also keenly aware that if they don't reach out beyond their own constituencies to share

ideas and resources, their very existence comes into question. Most librarians know that without working

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together with each other, our libraries would wither from the lack of resources and community support.

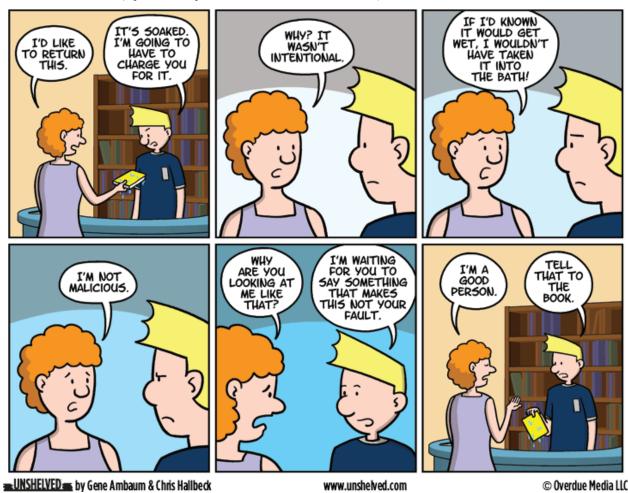
The challenges many librarians are faced with today are those of relevancy and competition for dwindling resources, and it is in relevancy that libraries have found new avenues of collaboration. Despite the negative stereotype we librarians somehow adopted from years past, most librarians I know are flexible, forward-thinking, and imaginative when it comes to figuring out how to answer the needs of our patrons. The last ten years have shown this ingenuity in our adoption of maker spaces, learning commons, coffee shops, and spaces adapted for special populations such as teens and children. Libraries constantly evolve and embrace new partners who will spread the library gospel, and make those precious resources spread farther. In this issue of Arkansas Libraries, celebrate these tales of collaboration in reading about libraries' relationships with gardens, zoos, cultural centers, and museums. Appreciate the accomplishments of our

northwest Arkansas libraries, who have successfully collaborated to connect kids to public and school library resources through online library cards.

Hopefully each issue of *Arkansas Libraries* is full of these tales of collaboration, and I know the fall ArLA conference will showcase sessions that highlight how many Arkansas librarians have collaborated across traditional boundaries to solve issues of education, budget, environment, and access. In this election year that has posed so many divisions and boundaries, perhaps librarians can be among those to take the lead and show how working together benefits communities, even if it means reaching out to unlikely partners.

Britt Anne Murphy, the Managing Editor of Arkansas Libraries, is the Director of the Olin C. Bailey Library at Hendrix College.

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Bentonville Pubic Library Celebrates 10 Years on Main Street

by Michelle Vargas

Library Specialist
Bentonville Public Library

entonville Public Library (BPL) honors its first decade on Main Street, continuing the tradition of lifelong learning.

On October 30, 2016, Bentonville Public Library celebrated 10 years on Main Street. The cornerstone of Bentonville's Art District and an integral part of the thriving downtown, BPL is a city landmark. Nestled between parks, trails, and innovation, the beautiful architecture welcomes hundreds of thousands of Northwest Arkansas residents each year and invites them to experience the sense of community and discovery the setting conveys.

A Brief History

Bentonville welcomed its first library in 1934 when the Bentonville City Library opened to the public. Over the next years, the library moved four times before settling in on the first floor of the historic Massey Hotel on the Bentonville Square in 1979. The Massey Hotel was BPL's home for the next 27 years.

With Bentonville rapidly growing, it became apparent that the historic building did not have enough space to keep up with the growing demand for library services. The Bentonville Library Foundation formed in 2003 and raised \$7 million in private funds to construct the new facility. The City of Bentonville contributed another \$2 million to support the library. The Main Street Bentonville Public Library opened its doors in late October 2006.

Present and Beyond

In the past 10 years, BPL has grown rapidly, filling the space with an ever growing collection and more library service offerings and programing for all ages. The collection has expanded from 62,266 items to 133,215 items that have been circulated 4.8 million times! The library has recorded 2.7 million visits, issuing more than 58,000 library cards to patrons. Bentonville Library offers storytimes, clubs, workshops, educational programs and special events that have been attended by over 275,000 people. Additionally, BPL has expanded its reach across town with the establishment of a mini-branch library located at the Bentonville Community Center.

Celebrating 10 Years

Bentonville Public Library celebrated this special anniversary with help from community leaders, the

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Bentonville Library Foundation and the Friends of the Bentonville Library October 22-October 29. From the farmers market to a cocktail reception to breakfast at the library, supporters and patrons had several opportunities to participate in the festivities.

Other special events included musical performances, drop-in activities for kids and teens, and the unveiling of a special limited edition library card designed by Bentonville's own artist and children's book illustrator, Ard Hoyt!

At the heart of the celebration is the community that has given its full support throughout BPL's history. Each event and initiative offered was planned with the community in mind, to share our gratitude in making the library wonderful.

As Bentonville Public Library moves forward, it strives to follow its mission: to engage our community, encourage discovery, and promote literacy by offering lifelong learning opportunities. With that mission in mind, Bentonville has a bright future ahead!



Graphic by Ard Hoyt.



ASK THE STATE LIBRARIAN: Participating in Commemoration

By Carolyn Ashcraft,

Arkansas State Library

he U.S. World War I Centennial Commission was created by an Act of Congress in 2013. Members of the 12-member Commission were appointed by the President and the leaders of the Senate and the House of Representatives, as well as the American Legion, the Veterans of Foreign Wars, and the Na-



Ashcraft

tional World War I Museum. All four living former Presidents have agreed to serve the commission as honorary chairmen.

The Commission's mission is to plan, develop, and execute programs, projects and activities to commemorate the Centennial of World War I (WWI). Visit the website at www.worldwarlcentennial.org to learn more about the work of the U.S. Centennial Commission, their educational initiatives and their efforts to establish a National World War I Memorial in Washington, DC.

Did you know more than four million American families sent their sons and daughters to serve in uniform during the Great War? 116,516 U.S. soldiers gave their lives in combat. Another 200,000 were wounded, a casualty rate far greater than in World War II. More than 350,000 African Americans served in the U.S. military, as did Native Americans and members of other minority groups. And, for the first time, women joined the ranks of the U.S. armed forces.

Here in Arkansas, Governor Asa Hutchinson announced the creation of the state's official World War I Centennial Commemoration Committee on March 31, 2016. [Executive Order 16-05] The nine-member Committee will work to plan, develop and carry out programs and activities throughout the state during 2017 and 2018. Joining the Governor was Mr. Joe Weishaar, the designer of the planned national World War I Memorial.

An Arkansas native, Weishaar graduated from the University of Arkansas Fay Jones School of Architecture and Design in 2013. The design that he and sculptor Sabin Howard created won an international competition for designing the national World War I

Memorial. The pair titled their design "The Weight of Sacrifice," featuring walls bearing bas-relief images of American soldiers and quotes from politicians, soldiers and military leaders.

The Arkansas WWI Centennial Commemoration Committee is in the process of developing a multimedia website which will contain a list of sanctioned events, speakers bureau, educational resources, etc. The site will be located at www.WW1.arkansas. gov. The kick-off event will be held at the Old State House Museum in Little Rock on Saturday, April 8, 2017

The Arkansas State Archives offers 'The Great War: Arkansas in World War I', a traveling exhibit that can be displayed at museums, libraries, archives, schools, historical societies, and other educational or cultural institutions around the state at no cost. The exhibit showcases images from the Arkansas State Archives' holdings, including original documents, photographs, posters, maps and historical objects that tell the story of Arkansas's role during World War I, at home and on the battlefields. The panels cover the chronology of the war as well as various facets of the conflict: training troops in Arkansas, actions overseas, the Home Front, providing for the war, healthcare and Arkansas heroes. To schedule this exhibit, call the Arkansas State Archives at 501-682-6900 or email state.archives@arkansas.gov. You can also go to their website at http://www.ark-ives.com/outreach/ exhibits/traveling.aspx to fill out their Book a Traveling Exhibit form.

The Library of Congress launched the Veterans History Project in 2000 to collect the stories of America's veterans. Go to their website at http://www.loc.gov/vets/ to learn more about the project and how you can interview veterans and submit the recording of their stories to the Library of Congress. As community centers, libraries are a great venue for bringing together active and retired military personnel to foster a discussion and record their memories.

I encourage libraries of all types to learn more about the national and state efforts in order to incorporate the WWI theme into their public programs throughout 2017 and 2018. Book clubs can choose from a myriad of titles to read and discuss. Exhibits can be developed by collaborating with local museums, VFWs, and other historical groups who have documents, images and other materials.

With the resources libraries may have in their local collections (and those found on the mentioned websites), libraries should have numerous resources to help with their participation in the commemoration of the World War I Centennial.



Northwest Arkansas Libraries Pioneering Student Access

by Fayetteville Public Library and Bentonville Public Library

orthwest Arkansas libraries are pioneers in providing students with library access through online cards. As city, school, and library leaders from across the nation met in January at Washington, D.C. to discuss how to put a library card in every student's hands, NWA libraries have already issued over 46,000 cards to students during the 2016-2017 school year.

The gathering in Washington was part of President Obama's ConnectED Library Challenge. According to the Institute for Museum and Library Science, this effort is a way for communities throughout the country to create or strengthen partnerships so that every student can receive a library card. The initiative calls upon library directors to partner with local officials, school leaders, and teachers to increase student access to the learning resources and books of America's libraries.

Fayetteville, Bentonville, and Rogers public libraries each have partnerships with their local school districts to provide online library cards. "We



Hadi Dudley, Library Director of Bentonville Public Library, and David Johnson, Executive Director of Fayetteville Public Library, presented an ArLA session entitled "Students Learn through Tech Cards" at ArLA's 2015 Annual Conference. Photo by Heather R. Hays.

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began our internet-only library card program in 2011 as a partnership with one middle school principal," shared David Johnson, Fayetteville Public Library (FPL) Executive Director. The program has grown every year since and now provides library cards to all private, charter, and public school students in Fayetteville. The card gives every student the opportunity to virtually visit the library.

The idea for an online library card began in the fall of 2011 with Lolly Greenwood, Director of Youth Services at FPL when the library partnered with Owl Creek Elementary/Middle School as part of an afterschool program that gave students access to the library's online homework resources. The success of that program led the school principal, Kristin Scott, to ask if cards could be issued to all Owl Creek students. The library distributed "Internet Only" cards to the entire Owl Creek student body, and the program grew to all Fayetteville Public School students in fall 2013 with over 9,440 cards issued.

"We know that the most effective way to improve children's reading comprehension is for them to spend time reading, and a child may have to wait weeks for his turn to check out a popular book from our school library. With e-books, audio books, and online magazines, children have easy, instant access to things that interest them—which means they spend time reading," Scott said. With their FPL I-Card, students can access the library's online resources via the FPL website. FPL online resources include online tutoring, homework help, language instruction, and access to research databases, as well as free downloadable e-books, magazines, and music. The FPL I-Cards give students access to digital materials even if they have fines or restrictions on their traditional library accounts.

In October 2014, the Bentonville Public Library (BPL) launched a Tech Card initiative with a couple schools to provide students and educators with



access to the library's digital resources. Like the FPL I-Card, BPL's Tech Cards bridge the digital divide for those students who may not have library cards.

"BPL's program is a success because of the partnership our library enjoys with Bentonville Public Schools (BPS). It was enthusiastically embraced by former BPS Superintendent Mike Poore. Educators and school librarians are excited about providing students with access to resources. Collaboration is easy when everyone involved is positive and working toward the same goal – to support lifelong learning in our community," said Hadi Dudley, Bentonville Public Library Director.

The BPL Tech Card program has been a benefit to both the schools and the library. The program has initiated a collaborative partnership between BPL librarians and BPS educators where library resources are being used to investigate and respond to the questions and challenges presented by the district's curriculum. "The program has truly changed the way our students research, access resources, and engage with texts," said Bradley Webber, Principal, Fulbright Junior High School.

Numerous educational resources are shared on the Educator's Page of the library's Student Portal. These resources include Teacher's Guides, video demonstrations, newsletters, and lesson plans, as well as a Scavenger Hunt to familiarize educators and students with available digital resources. "I am so very excited about what this partnership has provided: a natural lifelong bridge to resources and learning," said Michele Sterrett, Library Media Specialist at Fulbright Junior High School.

In addition to positive feedback from teachers and students, statistical use of BPL's online services demonstrates the program's success. BPL's Student Portal has recorded 37,500 "hits" with educational databases accessed more than 65,000 times since October 2014. Use of key resources increased 737% during Spring 2016, compared to Spring 2015. And, access to library databases in Fall 2016 continues to grow as Bentonville Public Library highlights the Arkansas State Library's Traveler project.

FPL is constantly experimenting with improving the student and school experience with the I-Card. "We want to make it easy for the schools to encourage using the card in the classroom and at home," explained Johnson. Last year, FPL introduced an online web portal for students to access their card numbers directly rather than having to have a physical card delivered to them – a move that reduces cost and distribution time.

In the 2016-2017 school year, FPL issued 10,383 student accounts as well as an I-Card to every teacher in the Fayetteville School District. The library's goals by providing teacher access were to make it convenient for teachers to get a card and encourage them to help their students use their cards in the classroom. "While I helped my students retrieve their I-Card numbers, I was able to apply for my own account. The I-Card gives me and my students access to quality resources for writing and research projects, e-books targeted to their reading levels and interests, and suggested lesson plans on a variety of subjects," said Madison Sandig, Middle School Math Teacher, The New School.

Bentonville Public Library is in the final phase of its Tech Card program, with more than 21,000 cards issued to nineteen schools in the Bentonville Public School system and Haas Hall Academy charter school. Tech Cards are provided for students, teachers, administration and school libraries are issued a "classroom set" of cards. BPL partners with local businesses to fund the majority of the program costs.

Johnson and Dudley hope their programs can become models for all libraries throughout the state. These technology access campaigns are examples of how libraries can be both adaptable and relevant in services they provide to their communities.

More about the ConnectEDLibrary Challenge can be found at the Institute of Museum and Library Sciences website at https://www.imls.gov/issues/national-initiatives/connected-library-challenge.



Through the Volunteerism Always Pays program, the Walmart ROC team assembled 21,000 BPL Tech Card packets for the 2016-2017 school year. The grant for \$5,250 will fund BPL's 2017-2018 Tech Card project. Photo by Dalene Schrier.



The Shirley Fetherolf School Library Media Specialist Scholarship

by Debbie Hall

Scholarships Committee Chair

he Arkansas Library Association is pleased to announce the Shirley Fetherolf School Library Media Specialist Scholarship for graduate studies in school library media. This scholarship is made possible through the generosity of Dan Fetherolf in memory of his wife, Shirley Fetherolf. Shirley was an educator and media specialist at school systems in Arkansas, Kansas, Indiana, Ohio, Tennessee, and North Carolina. She retired from the Arkansas Department of Education

in 2013. The Arkansas school library community lost a strong advocate with her passing in 2014.

The application process is open with a deadline that usually falls in October. The Application Form and Statement of Policy can be found on the Arkansas Library Association website as well on pages 8-9 of this issue of *Arkansas Libraries*.

Questions? Contact Debbie Hall, Scholarship Committee Chair (debbie@library.arkansas.gov) or Lynda Hampel, Executive Administrator of the Arkansas Library Association (<a href="arrange:arr

Arkansas Library Association

Shirley Fetherolf School Library Media Specialist Scholarship Statement of Policy

he Arkansas Library Association invites applications for the Shirley Fetherolf School Library Media Scholarship for graduate studies in school library media. To be eligible for the scholarship, applicants must meet the following conditions:

- 1. Applicants must be a legal resident of Arkansas and have completed a bachelor's degree from an accredited college or university, have initial licensure in a teaching field, and be a non-library school graduate.
- 2. Applicants must be currently accepted and enrolled in a National Council for Accreditation for Teacher Education (NCATE) accredited program leading to a degree as a school library media specialist. An applicant who is a current student must submit to the Arkansas Library Association (ArLA) Scholarship Committee an official transcript from an NCATE accredited school.
- 3. Applications will be considered from persons already employed in a school library provided that they have been accepted and are currently enrolled in a NCATE accredited program leading to a master's degree in school library media.
- 4. To apply for the scholarship, applicants must submit an AASL Scholarship application form, a letter of application, a resume, and at least three letters of reference from individuals qualified to address the academic and professional potential of the candidate.
- 5. The basis of selection of recipients shall be: 1) applicant's interest in school library media as a profession, 2) academic record, 3) references.

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Awards are made without regard to race, sex, age, religion, or ethnic background.

- 6. Recipients must: 1) be a legal resident of the State of Arkansas, and 2) a licensed teacher in the State of Arkansas and 3) be within one year of completing their studies, accept or maintain professional employment as a school library media specialist or in a school library media specialist related position in Arkansas, and 4) after accepting or maintaining such employment, continue to work as a school library media specialist or in a school library media specialist related position in Arkansas for at least one year, and 5) maintain membership in the Arkansas Library Association during the one year period of required employment in a school library or school library related position in Arkansas.
- 7. Recipients will be required to sign a promissory note agreeing to repay the Arkansas Library Association the amount of the scholarship unless the conditions set out herein are completed. Upon graduation and employment, recipients must provide the Arkansas Association of School Librarians/Arkansas Library Association with an official transcript showing the completion of their prescribed course of studies and an official letter from their workplace verifying their employment in a school library or school library related position in Arkansas.
- 8. The Scholarship Committee of the Arkansas Library Association in consultation with the Arkansas Association of School Librarians reserves the right to make no award.
- 9. Application forms may be obtained online at the Arkansas Library Association website (http://www.arlib.org); or by calling the ArLA Office at (501)860-7585.

The application process is open with recipients announced at fall conference.



ArLA Scholarship applications should be mailed to:

Arkansas Library Association Lynda Hampel, Executive Administrator P.O. Box 958, Benton, AR 72018-0958

Phone: 501-860-7585, Email: arlib2@sbcglobal.net

Application Form ARKANSAS LIBRARY ASSOCIATION Shirley Fetherolf School Library Media Specialist Scholarship

Date	
Full Name	
Present Address	Telephone
Permanent Address	Telephone
College (s) attended	
Degree(s) obtained	
Graduate school planning to attend	
(To qualify for the scholarship, this must be an	NCATE accredited school.)
Date of acceptance to graduate school	
WORK EXPERIENCE Position, Street, City, State, Dates of Employm	nent
1	
Reason for leaving	
2	
Reason for leaving	
3	
Reason for leaving	
REFERENCES Name, Street, City, State Telephone	
1	
2	
3	

On a separate sheet, please add further pertinent information which should include a statement of career goals and what you feel you can give to the Arkansas library profession. List honors and awards, relevant committees on which you may have served, and send a transcript of your college hours. Please do not exceed two pages handwritten or typed double-spaced.







ArASL Annual Conference:

School Libraries are a Wonderland

by Ashley J. Cooksey

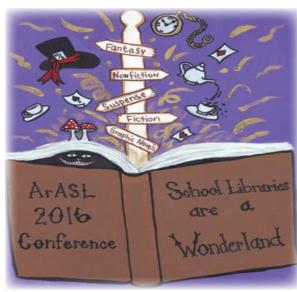
ArASL Division Chair

Library Media Specialist, Batesville School District

he annual Arkansas Association of School Librarians Conference was held July 21-22, 2016 in Little Rock, Arkansas at the Holiday Inn Airport Conference Center. The conference, held each July, brings over 130 school librarians, teachers, technology specialists, and LMS students together for two days of learning, growing, and sharing. The conference theme "School Libraries are a Wonderland" was inspired by the book *Alice in Wonderland* by Lewis Carroll in which Alice encounters many exciting and strange adventures while in Wonderland. School libraries are a central part of schools where faculty, staff, and students can come together to enjoy wonderful (and sometimes crazy) opportunities.

Keynote speakers of the conference included Cassandra Barnett who spoke to attendees about the Every Student Succeeds Act and school libraries role in students' education; Nikki D. Robertson, a high school librarian and technology facilitator in Alabama, who led two general sessions, including a keynote session after dinner at the Little Rock Zoo; and Rachel Ellis of the Arkansas Attorney General's Office who spoke to everyone about teachers' and school librarians' roles as internet safety liaisons.

The Hillary Rodham Clinton Children's Library in Little Rock provided ArASL Annual Conference participants with a tour of their facility, including a



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look at their outdoor learning area. The conference dinner was held at the Little Rock Zoo. Attendees were greeted by fifteen different animals from the Zoo as they made their way down the path to Cafe Africa. Prior to dinner, a representative from the Zoo spoke to attendees about various educational programs that are offered through the Zoo and available to schools and other organizations.

The conference also featured many local authors, vendors, and breakout sessions. A session led by Stony Evans, Library Media Specialist at Lakeside High School in Hot Springs, included an international Skype visit from a Library Media Specialist in Guernsey! Other sessions included information about AAIM's Student Media Festival; Arkansas Diamond, Charlie May Simon, and Arkansas Teen Book Award nominees; building digital portfolios, and utilizing the Arkansas Traveler Databases.

The conference planning committee and ArASL Division Chair, Ashley J. Cooksey, would like to thank the volunteers, attendees, vendors, businesses, and ArLA members for their help with this amazing conference.



Hendrix College alum Julie Wagner was awarded the W. David Rozkuszka Scholarship as part of the 2016 GODORT Reception and Awards Ceremony in Orlando during ALA. Julie currently works for the Texas State Library and Archives Commission in Austin and is attending the University of North Texas School of Information.



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WHAT'S UP? DOCS.

Birds: Protecting Them a Century Ago and Viewing them Today

by Karen Russ,

Government Documents Librarian, UALR

hen I began writing this column in July, I was also preparing for a long desired vacation to the Canadian Maritimes with my husband and parents. Included in the description of the trip was a variety of locations offering birding and bird photography. They were highlighted with statements like:



Russ

"Red-sand beaches line the shores of Prince Edward Island National Park, along with windsculpted dunes, salt marshes and broad inlets that provide safe harbor for seabirds and seafarers"

"Cape Breton Island. Your day begins with a presentation by a naturalist who educates you on the

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indigenous wildlife."

"Travel along the coast of Bras d'Or Lake, which is an inland sea ringed with cliffs and rolling mountains – it's a favorite fishing spot for bald eagles" ¹

At the same time, I was reading the July/August issue of *Bird Watcher's Digest*. In there, on pages 56-61, was an article on the dawn of the Migratory Bird Treaty Act, created in 1916 and signed in 1918.



The sole purpose of the Act was, and is, to

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protect birds from people. For the past century is has stood guard over birds by making it "unlawful to pursue, hunt, take, capture, kill, possess, sell, purchase, barter, import, exports or transport any migratory bird, any part, nest, or egg of any such bird unless authorized under a permit issues by the Secretary of the Interior." ³ It began as just an agreement between the United States and Great Britain (signing for Canada), but over the past century has added Mexico, Japan, and the Soviet Union/Russia.

The U.S. Fish and Wildlife Service has created a website dedicated to the Centennial offering numerous ideas for why and how people or groups should celebrate the centennial. (https://www.fws.gov/birds/MBTreaty100/index.php) Research the Centennial Campaign Goals, explore the value of migratory birds, and locate places to view the birds. After visiting parks, refuges, and participating and citizen science programs, share your experiences. Visit the Facebook page and post photos, summaries of activities, and buy a Federal Duck Stamp to offer even more support.

Are you not sure where to find specific birds at certain times of the year? Visit some sites that discuss the flyways of North America. The U.S. Fish and Wildlife Migratory Bird Program offers a detailed website on the four flyways of North America. (https://www.fws.gov/birds/management/flyways.php) From that site, you will learn about the threatened and managed birds, how to limit threats to the birds, and numerous conservation partnerships and initiatives. The links to individual flyways will offer the latest news and contact information from agencies within all the states and Canadian provinces in the specific flyway.

After exploring the national information, start thinking about viewing birds closer to home. Locations to visit for viewing, photography, and lectures/exhibits can be found across Arkansas.

It might be helpful to start with *Birding In Arkansas*

(http://www.arkansas.com/outdoors/birding/birds/) to find possible places to visit and potential birds to view. And, read *Watchable Wildlife*, (http://www.arkansas.com/!userfiles/birding/birding-brochure-2012.pdf) a brochure co-authored by the Arkansas Department of Parks and Tourism and the Arkansas Game and Fish Commission. It will offer several places to visit, viewing tips, highlighted species, nature centers, and much more.

Once you have selected a park or refuge to visit, be sure to stop at the visitor center when you arrive.



Ask about a bird list unique to the location and see how many species you can check off. There may be a spot on the park's website to share your experience and unique discoveries. Take part. Encourage others to get out and look for birds!

Regardless of where you go and what birds you see, have fun! Birding can become addictive. My interest in birds began in my childhood when we put our first bird feeder in the backyard and Mom and Dad bought me a pair of binoculars. Soon after that, I spent many winter afternoons watching cardinals, chickadees, and blue jays in my backyard. About the same time, a Girl Scout badge on wildlife expanded my interest to bigger birds and migrating patterns. The interest never faded. Now I have 6 bird feeders and three birdhouses in my backyard, and gardens focused on providing nectar and seeds

of interest to birds in Central Arkansas.

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Karen Russ is the Research and Community Engagement Librarian at Ottenheimer Library at the University of Arkansas in Little Rock.

Mosaic Templars Cultural Center Provides Resources to Libraries

by Whitney Hickerson

Department of Arkansas Heritage

he Mosaic Templars Cultural Center opened in September 2008 with the mission to collect, preserve, interpret, and celebrate Arkansas' African American history, culture, and community from 1870 to the present, and to inform and educate the public about African Americans' achievements – especially in business, politics, and the arts. Last year, more than 17,400 people visited the Mosaic Templars Cultural Center, and with the help of Arkansas librarians, MTCC might achieve 20,000 visitors this year.

The Mosaic Templars Cultural Center's art collection includes pieces from nationally acclaimed



Patty the Education Chicken.



A MUSEUM OF AFRICAN AMERICAN HISTORY

artists such as Kevin Cole, whose work will be displayed in the National Museum of African American History and Culture. MTCC established Creativity Arkansas in 2008, which showcases artwork created by African American artists with a connection to Arkansas. The collection celebrates the history of the state through vivid works in a variety of media. Consistent with the vision of MTCC, the collection preserves and documents Arkansas history through the visual arts.

As part of national celebrations commemorating the end of slavery in America, MTCC has hosted a free community block party celebrating Juneteenth each year since 2009 – one of the largest celebrations in the state. In 2016, some 1,500 attendees came from across the state, with more than 60 participating vendors, performers, and sponsors. MTCC also hosts the annual "Say It Ain't Say's" sweet potato pie contest in honor of Little Rock's black Santa, Robert "Say" McIntosh.

In addition to these annual events, MTCC conducts a wide array of programs throughout the year, with a recent focus on promoting an Inclusive



Arkansas with our programming. Such programs include our upcoming Creativity on the Spectrum event geared toward persons with autism or other sensory processing difficulties. Farm in the City, scheduled for November, builds a connection between children, farmers and animals who cultivate and produce their food. Participants can learn about agriculture hands-on with the Little Rock Zoo's Heritage Farm as they touch and pet the animals while learning about the benefits these animals can bring to farm families. A local African American beekeeper will be on hand to demonstrate how important bees are to Arkansas agriculture. Arkansas 4-H will demonstrate other interactive activities in the MTCC classroom that will provide a connection between science and agriculture. In addition, other

speakers and programming from the University of Arkansas Division of Agriculture Cooperative Extension Service will be offered throughout the day.

In the midst of all the activities, visitors – child and adult alike – will have the opportunity to learn how their new knowledge of farming ties in with the important role of African Americans in agriculture throughout Arkansas.

MTCC boasts of a long list of accomplishments since opening its doors only eight years ago — including bringing the critically-acclaimed Kinsey Collection to Arkansas for the first time — and even bigger things are still in store. To set up a visit or inquire about visits to your library, please contact us at www.MosaicTemplarsCenter.com or call 501-683-3593.

AAPL Conducts Library Legislation Planning

by Johnice Dominick

Regional Library Administrator Carroll and Madison Library System

n August 11, 2016 Advocates for Arkansas Public Libraries (AAPL) held a library legislation planning meeting at the Arkansas State Library. The recent fluctuation in state aid to public libraries has reignited AAPL membership. While state aid to public libraries has been restored, the funding comes from the governor's rainy day fund. This means the restoration is temporary until funding is fully restored to the state budget.

Successful restoration of state aid is the product of grassroots advocacy by public library staff, boards, and patrons by calling legislators and sending postcards, letters, and emails. Also instrumental has been the work of AAPL Lobbyist Tim Summers. Mr. Summers, a former state representative, has been communicating our stories to legislators and helping us to understand the budgeting process. Mr. Summers also helped in removing the word 'grants' from the appropriation language of the State Library budget.

With nearly 40 in attendance, the library legislation planning meeting featured Assistant Director for Fiscal Services Kevin Anderson who explained the state budgeting process. An important take away from the session was that after the big state agencies are funded, there is 7 cents left of every tax dollar that funds all other state agencies. The State Library budget is among those agencies. Appropriations to higher education and Medicare are threatening to shrink those 7 cents to 5 cents.

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Also in attendance were Representative Camille Bennett, Representative Mark Lowery, and Speaker of the House Jeremy Gillam. The panel entertained questions from the audience which focused on how libraries can improve our advocacy. Recommendations included getting better at telling our story, tell that story to our legislators, get on the list of priorities of our legislators, find an advocate on the Quorum Court or City Council, speak to civic organizations, and do not assume that everyone knows how important public libraries are. Speaker Gillam commented that Arkansas public libraries are caught in an awareness gap. Those who use the library are aware of how great the library is, but those who don't use the library are completely in the dark

AAPL Lobbyist Tim Summers suggested inviting legislators to your library to see the activity first hand. He is willing to facilitate these meetings with any public library in the state. Conversations in person and on the phone are more effective that emailing a legislator. Our legislators were elected to serve our communities and we should never feel bothersome asking them to become more informed about and involved in our libraries. Carolyn Ashcraft, State Librarian, said that when local advocacy is done well it is easier to advocate at the state level. She recommended attending all Quorum Court or City Council meetings so they know you, your library, that you are there to assist them, and you are there just when you need funding.

After the legislation planning meeting AAPL held a business meeting to discuss upcoming projects and elect a new secretary. Library legislative day will be held January 17, 2017 in the rotunda of the



capital. A committee of volunteers including Tammie Evans, Eva White, Patty Hector, and Anna Bates will be organizing the event with AAPL. Johnice Dominick was elected secretary. AAPL executive committee consists of Jay Carter, President; Ashley Burris, Vice President; Leroy Gattin, Treasurer; and Johnice Dominick, Secretary.

The focus of AAPL is to advocate for full restoration of state aid to public libraries

and continue that advocacy instead of being reactionary. AAPL membership dues fund our lobbying efforts and travel for Arkansas Library Association Legislative Chair Hadi Dudley. To become an institutional and/or an individual member you can download the membership form on our Facebook page www.facebook.com/advocatesforarkansaspubliclibraries/. AAPL is a 501c3.

Featured Speaker at ArLA Conference: Jennie Garner

by Dwain Gordon

Future Conference Site Committee Chair Deputy Director, Arkansas State Library

ennie Garner is Library Director at the North Liberty Community Library (NLCL), where she's worked for the last 20 years, first as a teen librarian, then as assistant director for 13 years before becoming director in 2014. In her role as director, she oversees a staff of 13 at 10.5 FTEs (eight full-time and five part-time) in a newly expanded/renovated library building. Jennie is a firm believer that empowering staff to do their jobs leads to a more efficient and effective organization.

Jennie is an active participant on the Association for Rural Libraries listserv. She presented two sessions last year at the ARSL conference in Little Rock. The attendees were so impressed with her sessions that she was immediately placed on the list to be invited to the ArLA conference. She encourages directors to be the face of the library to the public and to get out of the building to create strong relationships between the library and other local agencies, organizations, and leaders.

Jennie has participated in both the Iowa Library Association Leadership Institute and the Iowa City Area Chamber of Commerce Community Leadership Program.

Her session "Work Smarter, Not Harder: Reinventing Staffing & Redefining Your Workflow" will be presented twice. Make sure to catch her, she is a practical, motivated speaker.

- 3:30 Sunday, White Oak Room
- 2:30 Monday, White Oak Room

A-Tisket, A-Tasket...the Task is to Sell More Baskets!

by Ashley Burris

Chair, LEAF Committee
Lawrence County Library Director

fter many dedicated years of service to Arkansas libraries, Bob Razer, a.k.a, Basket Auction King, has handed the yearly basket auction at conference over to an ArLA committee to carry on the tradition of raising funds for libraries.

Amidst some past confusion, it has been decided to divide the funds between LEAF (Library Education and Aid Fund) and the Scholarship Committee. Scholarship has not been generating enough funding to support the amount of assistance they have been giving (ArLA general funds have made up the difference in the past), and since scholarship is actually "education" we are moving toward working together to fund these scholarships and assist libraries in need. Here's an update for the year:

 LEAF has assisted Montgomery County after extensive water damage due to storms that damaged their facility.

- LEAF assisted Randolph County in their fight against an effort to decrease their local millage.
- Scholarship has secured monetary support for the next nine years to fund an ArLA media specialist scholarship recipient. This will give them ample time to generate funds so that this committee will be self-sufficient.

Thanks to you all for your past support of these efforts, and know that these funds are being used for good works. We are working toward building up ArLA again!

Thoughts of book-themed baskets have been thrown around, but any/all are appreciated! Hmm... November conference would be a good time for some Christmas gift baskets/decorating themed baskets. Hope to see many clever and colorful baskets at conference...but don't forget to do your bit at conference and let the bidding wars begin! If you have questions or haven't yet let me know you're bringing a basket to donate, contact me at (870) 886-3222 or akburris@hotmail.com.



ALA Annual Conference Report

by Lacy S. Wolfe

ALA Councilor

Henderson State University

attended the ALA Annual Conference in Orlando with one conference as the Arkansas Chapter Councilor under my belt, eager to continue learning about the governance of our national association. My schedule was primarily made up of Council Meetings in the morning and Council Forums in the evening. Additional meetings on my schedule were the Chapter Councilors meeting and the speaker series featuring Margaret Atwood (my favorite author).

The Council Forums proved crucial to my understanding of the resolutions that were brought forth in Council. The late night (8:30pm-10:00pm) discussions that take place around the resolutions is lengthy, yet thoughtful and definitely worth staying up late for! There were a couple of issues that warranted and received lengthy discussion. The first was the Resolution on Gun Violence Affecting Libraries, Library Workers, and Library Patrons, which was particularly timely as the conference took place mere weeks after the Pulse Nightclub shootings. The resolution extends condolences to the victims of the shooting as well as calls on Congress to lift restrictions on the CDC from conducting gun violence research. Most councilors were in favor of these clauses, but some were concerned about the more general, blanket clauses about gun violence. This resolution was discussed each evening and was ultimately deferred to ALA Midwinter 2017 in Atlanta.

Another resolution that prompted much discussion was Resolution Concerning the **Roles of Chapters in the ALA.** This resolution was drafted to help increase communication between the state chapters and "big" ALA in response to recent issues that developed due to a lack of communication. One clause of particular disagreement was the first which requires a person who holds a leadership role in ALA to be a member of his/her state chapter. Many councilors took issue with this since their state associations are not relevant to their career. For example, in some states the state association is primarily made up of school librarians and therefore would not be necessarily appropriate for an academic librarian to take part in. A majority of the other clauses speak

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directly to the lack of communication and calls for chapters to have a role in developing national initiatives and consultation with chapter leadership prior to any dealings with elected officials from that state. This was discussed in depth at both the Council Forum and Chapter Councilors' meeting with no final consensus reached. Ultimately the resolution was referred to a working group led by ALA President, Julie Todaro to address chapter engagement and communication.

Following the passage of Every Student Succeeds Act (ESSA) in December 2015, school library resolutions were numerous in support of continuing the progress it brought forth, and three easily passed council. Several resolutions dealing with inclusivity were passed including the *Resolution Calling Upon Libraries to Build More Inclusive Communities* which encourages libraries to stand with and promote diverse communities. The *Immediate Ratification of the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled* also passed without issue.

The Arkansas dinner was held at Café Tu Tu Tango, an eclectic tapas restaurant with art, live music, dancers, and fortune telling. We enjoyed the atmosphere and food as well as the great company! I look forward to representing Arkansas at the 2017 Midwinter Conference in Atlanta, GA.

Lacy S. Wolfe is the Electronic Resources and Web Services Librarian at Henderson State University.



Arkansas Librarians at Café Tu Tu Tango. Photo Submitted



ALPS AT WORK: **ALPS Spring Conference** by Lisa Holiman, ALPS Chair

s summer comes to an end, the Arkansas Library Paraprofessionals (ALPS) continue our mission to increase library staff opportunities for educational and professional growth.

On May 18, ALPS held a two-day spring conference at the newly remodeled Hotel Hot Springs & Spa. The conference theme was "Score Big @ Your Library" and we were honored to host Walt Coleman, an official with the National Football League (NLF) since 1989, as the key note speaker. As part of the conference we conducted multiple breakout sessions consisting of the following topics::

- "The Value of Community Involvement: The Library: A Hub of Information" by Pearlie Taylor - Find out the power of small libraries and their communities coming together through their library services.
- "Customer Service Motivation" by Tom Baxley -How to tie your feelings, your actions and your passion for your work into customer service.
- "Partnering with Animals: Animal-Assisted Activities and Libraries" by Britt Anne Murphy - Explore how animals have made a difference in libraries, especially in her setting of a small college library. Her canine pet partner, Duke, made a special appearance.

"Google Cardboard: Virtual Reality in the Library" by Donovan Mays - a hands-on demo of the new technology that turns your smart phone into a virtual reality world, capable of transporting you and your patrons around the world.

The conference received great participation and was a huge success in providing valuable information in a collaborative and fun learning environment.

To close out the year, on November 4th, ALPS will host a one-day "InfoBits" conference at The Saline County Library in Benton, AR. The theme is "Feel Well, Look Well, Work Well". Several outstanding organizations have already signedup to present information, including the Arkansas Blue Cross and Blue Shield, Arkansas Workers' Compensation Commission, Health and Safety Division, and the County Extension Family & Consumer Science. Everyone is welcome to attend - please contact me for more information (lisah@ salinecountylibrary.org and/or 501-847-2166).

Being the ALPS Chair has been a wonderful learning experience. It has helped me in my work and personal life, and I am appreciative of the opportunities that have unfolded through ALPS. I encourage everyone to follow their passions and get involved wherever your heart leads!

Lisa Holiman is the Branch Manager of the Mabel Boswell Memorial Library in Bryant.

Making the Most of Technology

Write it down! You will need it later... by Philippe Van Houtte, Systems Librarian Arkansas Tech University

7 riting something down is definitely not intuitive, although we are told to write things down from an early age. In high school, we learn to take notes, and in college, we are expected to take notes. This documentation allows studying and repeating the learned activities when not in class. For professionals like us, documentation allows going back to what was presented at a conference. This knowledge can then be shared with others. Documentation also refers to procedures and workflows presented during training sessions so these tasks can be repeated when back at

In a library, some activities are repetitive and some happen only when necessary. Some of us

have a multitude of tasks happening at different times of the week or of the month. If one person is responsible for a specific task on a regular basis, there is a chance he or she might remember how to do it. However, if the task is only needed once in a while, it is sometimes hard to remember all the steps involved to complete the task. In case of absence when the task needs to be completed, there must be a backup. And unfortunately for you, that day perhaps the backup person also happens to be absent, and so there you are asking yourself, "How do I do this?"

We often have to learn new tricks and are told to jump higher. The library just purchased a new product, software, or hardware. Not fair! We just got comfortable with the previous one. Groans and grunts and whines ensue. The person supposed to be doing this is on vacation. Why do I have to do this now? Not fair! More groans and grunts and whines...

One way to minimize the negative impact of



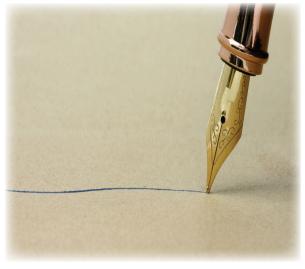
how to work a new fax/scanner/copier or do a task in a new software or even do a task that we are not accustomed to do is to have adequate documentation. Users' manuals help understand new products. However, these manuals, some with many hundreds of pages, are usually not very friendly. They are often set aside by the majority, and only a few will really dig deeply into them to figure things out. These "few" definitely adapt fast to new tools and/ or believe the new product is much better than the previous one. They now need to demonstrate to the rest of the crew that it really is not that difficult to do what needs to be done.

The "few" will then desiccate the users' manual(s) to create smaller guides and procedures booklets. A well-illustrated booklet with most of the possible scenarios within a specific environment will help the transition to a new product or will ease the completion of a new task. There are many tools that can be used to create such booklets.

These days, everyone has efficient word processing software. Most of us use MS Office Word. There are many possible resources in such software, but we usually use the minimum of its capabilities. Such common and widely-used software are explained in detail by online training websites such as the Virtual Training Company (https://www.vtc.com/). VTC offers hundreds of online training opportunities. Many hours of two to five minute videos explain how to use the software to its maximum potential. This allows a much better understanding of all the bells and whistles offered by the program. It is great for newcomers, but also for experienced users wanting to manipulate the program more effectively. A screen capture tool is then essential. The Snipping Tool is free and included on all Microsoft computers. Snagit from TechSmith (http://discover.techsmith.com/buytry-snagit-desktop/) starts at \$50.00 and is a more complete tool. Both allow adding handwritten notes and other highlights to captured images.

The management of the knowledge base should be given particular attention. Key concepts are accessibility and ease of retrieval. Whatever the format (print or digital), a central location is essential to allow accessibility. At Arkansas Tech, we now use OneDrive. One person owns the folder and then shares it with everyone in the library. Once in OneDrive, clicking a PDF or Office document (Word, Excel...) opens it in its online tool (Word online, PDF online reader...) Then, if necessary, one can print or download. A private folder within the library website or a private LibGuide is another

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online possibility and can provide for simple and secure retrieval and download. Both allow easy access even from smart phones and tablets. The documentation could also be placed on a shared drive on a local server or in the cloud. The documents then have to be downloaded for viewing.

The multiple documents become a specific knowledge base within the library. The possibility of sharing the processes and procedures allow people to fill in for jobs that are usually completed by others. When more than one can do a task, the overall workflow is smoother, and productivity increases. The instantaneous filling of an absent coworker allows the library to keep going. In addition, such documentation can become a library advocacy and assessment tool. Whichever administrative or academic body overseeing the library sometimes wonders and questions what is really being done in the library and how long it really takes to do what they do. They too can now see the utility and complexity of the tasks through the documentation. At this higher administrative level, this documentation will complement the statistical numbers to illustrate the importance of the library services. The documentation reveals behind the scenes tasks, including, for example, the many necessary steps for a single book to be available on the shelf. The documentation should also include other workflows, policies, and decision making procedures and processes as well. The administration will then have an inside view of how the whole system is effectively a very productive environment.

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How Does Your Library/Garden Grow?

by Deborah Swayne Moore

Library Director Lonoke County Library System

or two years the Marjorie Walker McCrary Public Library in Lonoke in partnership with the Lonoke Lions Club have been growing its library and community programming in a gardening venture, "Learning to Grow/Growing to Learn" garden.

Children's Director, Cassie Abbott, and the Lion's Club President, Bruce Edwards, have introduced many children and young adult programs in the garden that include basic gardening principles and techniques, raised bed gardening, vegetable gardening, and farm-to-table principles. Other programs have brought a variety of creatures into the mix with sessions on composting, "earthworms are a

garden's friends," animals and gardening, and how to create a butterfly garden.

This venture has been so successful that the Lonoke Public Library is planning adult programs in the fall that will incorporate the use of the garden. While this is only the second year of the venture, every year the library builds new beds extends the garden to include new plans. This fall the library garden will see berry vines take root.

Community gardens can be found in a variety of public places, including public schools, parks, and libraries, and are a brilliant tool to promote partnerships within the communities. The use of even a very small outdoor space (which most public libraries have) for outdoor programming will increase interest in the library, serve as an educational tool, and get patrons' hands dirty in a way that benefits the entire community.



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Compiled by Bob Razer, Butler Center for Arkansas Studies

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Inclusion does not indicate recommendation.

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Around Arkansas by Heather Hays, Associate Editor

fter a long and distinguished career, Bob Frizzell, Director of Library Services at the University of Arkansas - Fort Smith Boreham Library, is retiring on December 31st of this year. He began as a freshman student library assistant at



Murrell Library, Missouri Valley College, Marshall, Missouri in 1965. After the Army, graduate study in European history, and library school at the University of Illinois, he worked 14 years at Illinois Wesleyan University, and 12 years as Director at Hendrix College. Frizzell served a year as chair of the College and University division of ArLA, then spent more than 8 years at Northwest Missouri State where he served a term of chair of the Council of MOBIUS. Five years ago he became Director of Library Services at University of Arkansas—Fort Smith. He feels that his most important as well as most visible contribution to librarianship was to insist on changes in the plans for the current Bailey Library at Hendrix which led to a more serviceable design. Best of luck in retirement, Bob!

Sadly, Myron Flugstad, Assistant Director of Technical Services at the Dean B. Ellis Library of Arkansas State University, fell ill at work and shortly thereafter passed away at NEA Baptist Hospital in Jonesboro.



Flugstad

Myron joined Arkansas State in 1989 and was a founding member and past president of ARKLink. We are still trying to process the sudden, sudden loss of our colleague.

Patty Zabel Hector is the new director of the Saline County Library!

For those who have worked in Arkansas libraries for a few years that name will sound familiar. Patty was formerly the director of the Fort Smith Public Library,



Hector

before leaving the state for years to work in libraries on the west coast. She was active in the Arkansas Library Association.

Patty, welcome back to the Arkansas library community!

Hendrix is losing another colleague - Matthew Windsor, Assistant Librarian for Systems, is leaving to take a position at UAMS' library as Associate Professor and Head of Collection Management. We're sorry to see him go and wish him all the best in his new position.



Windsor

Carolyn Ashcraft reports on successful library campaigns in Fayetteville and in West Fork.

Fayetteville Public Library sought to raise its millage from 1 mill to 3.7 mills (1.2 mills for construction and 1.5 mills for maintenance/operations). Once



construction costs are paid, the millage will drop to 2.5 mills. Unofficial results are:

For 1.5 mills for M/O 3,615 Against 2,549

For 1.2 for construction 3,437 Against 2,549

West Fork voters favored a 0.625 percent sales tax proposal to pay for construction bonds to make improvements to the town's library, community center, and its police and courts complex. Unofficial results for library improvement bonds:

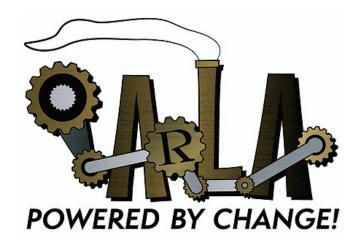
For 165 Against 144

Congratulations to Fayetteville and West Fork and the residents of Washington County who will benefit from improved and expanded libraries, services and programs!

A reminder to Arkansas librarians: please submit news items to me for the next Arkansas Libraries issue! Births, deaths, new hires, retirements, funding, new buildings, and news that affects Arkansas libraries would be perfect fits for this column. Just jot me an email at hhays@ bentonvillear.com, and you'll most likely see it published in our journal.



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Don't forget ... the Arkansas Library Association Conference is Nov. 13-15 in Little Rock.

Visit http://arlaassoc.wixsite.com/arlaconference2016 for details.

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