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mississippi library commission

fall 2018

A Way With Words

by Hulen Bivins, MLC Executive Director

This past July, *Forbes Magazine* published an article that suggested the public library was not needed today as much as it was needed in years past. The basis of this article's declaration noted the availability of tech needs/info from sources like Apple or Google and the ability to acquire books in various formats from Amazon. As expected, some in the library community, locally and nationally, voiced disagreement with this declaration. In their expression of disagreement, librarians often cited current library material use statistics as well as national studies that said library usage is at a higher level than ever before. One such study cited was the PEW Research study of 2013. This national study showed that the most important things a public library offers, besides books and media, are safe places to read, the availability of high quality assistance from librarians, and programming for various ages (baby time; children's, youth, adult, and senior offerings). The study also noted that public libraries enjoy a citizen approval rating of more than 90% nationally while the same data showed the McDonald's restaurant franchise with a 73% approval rating.

In the rebuttal of the *Forbes* article, library supporters used many words. These words were vehicles used to communicate a message. The number of words used were unimportant. What was important was the meaning of the words. Some of the most impactful grouping of words have been in a short, concise message like the message heard in the "Gettysburg Address" which has only 268 words, or the words of commitment at a wedding when one says, "I do." Of course, the use of many words, like the words of the US Tax Code, may be needed to fully explain an idea or subject.

Words are truly an interesting form of communication. Their meaning can be altered with the inflection of one's speech. Their meaning may also be altered by a misprint as well add one letter to "gape" and the word becomes "agape;" one additional letter changes "lien" to "alien." Some words can carry a lot of influence (add "Doctor" in front of a name) while other words can create problems (perhaps when anyone "guarantees" a result).

The message here is to carefully consider our "words" whether we use them in a writing or in an oral expression. Most would agree that we never want to "eat our words" since they might not be too tasty. It is just a guess, but it may be that the author of the *Forbes* article still has a tart taste in his mouth from the words he has most recently dined upon.

As members of the public library community, let us remember to be careful with the words we say. Let us be thoughtful in our writing and in our conversation as we tell the library story. Let us, as impactful communicators, be patient in our explanations using the right words of expression. And, let us always be ready to share the message about the importance of our public libraries.



Carnegie Public Library Virtual Reality Program

On September 10th, 2018, Clarksdale Carnegie Public Library launched “Tech Travelers,” a program where middle grade students learn developmental skills. With funding from the Rensselaerville Institute, Carnegie Library was able to purchase ten Oculus Go head sets, which include wireless glasses and a controller. Along with the council of Lobaki VR Academy founder Vince Jordan, Carnegie Library Youth Services staff members Mary Jenkins and Adeisa Cooper developed a curriculum which will introduce the “Tech Travelers” to developmental and creative art apps, such as PaintVR and SculptVR, as well as computer-based 3D modeling and design

over eighteen sessions. The library will train ten youth services patrons in VR curation and development and will bring those skills to an additional twenty-three at Higgins Middle School as part of ongoing outreach efforts.

“In the Youth Services department of our library, we have a lot of discussions with patrons and their families about the kind of services they want,” says Mary Jenkins. “The children want access to the newest technology and their parents are looking for educational enrichment opportunities for their kids. A virtual reality program was a natural fit.”

The Tech Travelers will conclude on February 18, 2019 with a community exhibition highlighting the students’ creations and demonstrating skills they learned through the program.



Vicksburg/Warren County Public Library Parent Resource Center

Libraries across the nation have begun offering new collections of “things,” such as cake and candy-making equipment, fishing poles, etc., but where or how does a library start one? About two years ago, a local Excel by 5 member contacted the library, to ask if there was an interest in creating a Parent Resource Center: a collection of educational toys and games for preschool age children. Excel by 5 would purchase the toys and games; the library would provide containers and house the collection. Two other library systems in Mississippi, First Regional Library System and Hancock County Public Library System with their own Parent Resource Centers, graciously shared information about the

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cataloging and circulation policies for these items. Additionally, the library received an LSTA grant to purchase board books to complete the literacy component of the Parent Resource Center and the needed containers.

With the assistance of Excel by 5, United Way, and the Vicksburg-Warren County Chamber of Commerce, the library planned a ribbon cutting to open the new collection. This collaboration brought together local elected officials and the publicity brought in approximately 70 attendees. The new Parent Resource Center opened on August 23rd. In those last days of August, the Parent Resource Center had 11 items circulate. The library will add toys and games as a category to the library materials budget and Excel by 5 has plans to purchase additional items as well.

The Vicksburg/Warren County Library and Excel by 5 are collaborating to offer more resources to local parents to help improve quality of life for their families.



Snapshot Day was held on August 3, 2018 with 90 libraries from 26 library systems participating! It was fun to see all of the great photos and the numbers of patrons who visited and took advantage of library programs and services. The libraries participating served over 13,500 patrons that day! We are looking forward to doing it again next year!



SOCIAL MEDIA TIP

Creating an event on Facebook

by Elisabeth Scott, MLC's Social Media Coordinator

Creating an event on Facebook is a simple way to keep your patrons up-to-date on your library's activities. Here are a few tips to make your event pop after you click that Create Event button.

+ Create Event

1. Think of a catchy name.

Admit it. You'd much rather go to an event called Library Confidential than something called Privacy and the Internet. Have trouble coming up with something clever? There's nothing like 5-10 minutes of silly brainstorming with a friend or coworker to get the creative juices flowing.

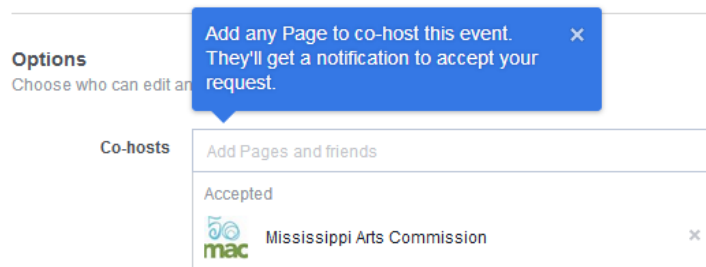


SEP 27 Art Show 
Public · Hosted by Mississippi Arts Commission and Mississippi Library Commission

SEP 27 Creatures Among Us 
Public · Hosted by Mississippi Arts Commission and Mississippi Library Commission


2. Include community partners.

Is the local Extension Agent leading a program about gardening? How about a local author giving a reading? Include them as a co-host to make event sharing easier and to raise event (and library) exposure! Add someone as a co-host and they haven't accepted? Don't worry! It's perfectly acceptable to send an email as a reminder.



3. Add keywords.

Facebook uses these keywords to recommend your event to people. Hosting a cooking program? Showing a movie? Draw more people to your event by including related tags.

Keywords  Cooking class Biographical film

Keep it simple, keep it fun, and remember: we can't wait to hear about your great programs!

Grant Opportunities

KIDS NEED TO READ

DEADLINE: ONGOING

In order to increase literacy in low-income neighborhoods and schools, Kids Need to Read aims to provide inspiring books to underfunded schools, libraries, and literacy programs. With the belief that every child should have access to high-quality reading material, and that this access will inspire growth for them grants are available to 501(c)3 tax exempt organization that serve areas of at least 50% children who are at or below the national poverty rate. (Schools may use free and reduced lunch data for poverty level rates). For more information, see:

<http://www.kidsneedtoread.org/growyourlibrary>

BAKER & TAYLOR SUMMER READING PROGRAM GRANT

DEADLINE: NOVEMBER 15

Baker and Taylor along with the Association for Library Service to Children (ALSC) are offering \$3,000 in financial assistance to public libraries providing reading programs to children birth–14 years. Applicants must be personal members of ALSC (not organizational members), and supply a theme-based summer reading program outline. Innovative proposals involving children with physical or mental disabilities are encouraged.

<http://www.ala.org/alsc/awardsgrants/profawards/bakertaylor>

WISH YOU WELL FOUNDATION

DEADLINE: ONGOING

To support adult and family literacy in the United States, the “Wish You Well Foundation” is fostering and promoting the development and expansion of new and existing literacy and educational programs. Grants range in size from \$200–\$10,000. Institutions must have 501(c)3 status.

<https://www.wishyouwellfoundation.org/apply-for-funding/>



**When in doubt go
to the library.**

–J.K. Rowling

Harry Potter Birthday Party
Long Beach Public Library

Inside the Agency



Meet Chris Bratcher State E-Rate Coordinator

Chris is responsible for state and federal regulatory compliance and E-rate funding to all Mississippi libraries that participate in the program through MLC. He is also responsible for supporting the Technology Services Division by assisting with help desk tickets, building and editing websites, and other technology-based duties.

He holds a bachelor's degree in Business Administration with concentrations in business and organizational management. "The best part of my job at MLC is the ability to help others. While this position is the most challenging of any in my professional career, it's also the most rewarding," stated Chris. "I have the privilege of serving as a translator and intermediary to libraries who count on my knowledge to help them successfully obtain discounted funding of their technology services. By doing this, libraries can offer these services, and who knows the difference that is making in the lives of patrons!"

Chris is an avid reader and says he enjoys too many books to narrow it down to just one favorite title. He said that *Crucial Conversations* radically changed both his personal life and his professional management life.

In his free time, Chris enjoys serving as Technical Programs Manager for his church and handles the audio/video needs for services that air each week. He helps his community by working with the homeless and singing and playing piano at nursing homes. He loves volunteering his time to help others!

Meet Andrea' Ruffin Library Services Assistant



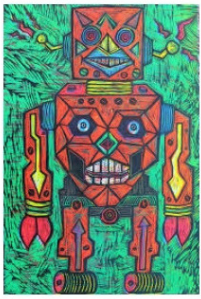
On August 27th, what she calls the "best day ever," Andrea' became the Library Services Assistant at MLC. She is a member of the reference staff, but also helps with the front desk and Talking Book Services. She says her favorite part of her job is researching and looking for answers! "I love libraries because they are a place of hope and answers!"

Literacy is important, and libraries facilitate literacy and information; that's why libraries are important!" She loves to read, so she stated that she couldn't begin to pick a favorite book. The last book she read was *The Story of Ferdinand*."

In her off time, she loves to cook, bake, and collect tea cups. She is also a star-gazer, a traveler, and a collector of vinyl records.

We hope you will join us in welcoming these new staff members!

IN THE GALLERY



Sean Starwars

The art featured in the gallery at MLC through November 2 is fun, frightful, and fantastic! These two artists are both recipients of a Mississippi Arts Commission's Visual Arts Fellowship grant.

Sean Starwars is a native of Laurel and has his MFA from LSU and graphic design certificate from SCAD. He is a proud member of the infamous Outlaw Printmakers.

Anne Campbell of Jackson takes everyday items and turns them into something wonderful. Growing up, she was inspired by her father's folk art furniture and went on to express her art in her own way.

Be sure to make a point to visit this show!

CREATURES AMONG US

at the Mississippi Library Commission - 3881 Eastwood Drive - Jackson, MS 39211
Show runs through November 2, 2018 - Monday-Friday 8:00am to 5:00pm (closed on state holidays)

601-432-4111 WWW.MLC.LIB.MS.US

Public Reception ~ Thursday, September 27 ~ 5:00pm to 7:00pm



Anne Campbell



The art shows in the gallery are the result of a partnership between the Mississippi Library Commission and the Mississippi Arts Commission.



The Mississippi Library Commission is proud to be a participant and a sponsor of the Mississippi Book Festival each year. This year, in addition to having a booth showcasing all of the services offered by the agency, a series of "Lightening Round" interviews were done by MLC's Tracy Carr and Ally Mellon.



Authors were asked a series of fun and interesting questions and everyone had a great time! Thanks to all the authors who participated and we look forward to hosting this popular event again next year!

September is National Library Card Sign Up Month!



MLC CALENDAR

September

- 18-20 Librarianship 101 - MLC
- 25 Board of Commissioners Meeting
- 30-10/1 COSLA - Bismark, ND

October

- 10 LSTA workshop - MLC
- 16-19 MLA Conference - Meridian
- 30 Tech Academy - Excel - MLC

November

- 8-9 Public Library Director's Symposium - MLC
- 12 Veteran's Day - agency closed

About MLC

3881 Eastwood Drive
Jackson, Mississippi 39211
601.432.4111
www.mlc.lib.ms.us

Hulen Bivins, Executive Director

Board of Commissioners
Janet Armour, Tupelo
Jolee Hussey, Oxford
Ann Marsh, Brandon
Suzanne Poynor, Florence

Connect with the Mississippi Library Commission



Susan Liles

Editor ~ On The Same Page



The Mississippi Library Commission was established in 1926 to ensure that all Mississippians have access to quality library services in order to achieve their greatest potential, participate in a global society, and enrich their daily lives.

MLC strives to strengthen and enhance library services for all Mississippians.

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