

# WALA NEWS

Volume 14, No. 2

January/February 2006

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## Read WALA NEWS on the WWW

<http://skyways.lib.ks.us/library/wla/walapubs.html>

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## From the President...

*Nan Myers (nan.myers@wichita.edu)*

Happy 2006! I hope you are all ready for a busy WALA spring!

The WALA 2006 Spring Workshop is scheduled for Wednesday, February 22 from 8:30 a.m. until 3:00 p.m. The first session is titled "Social Marketing" and conducted by Dr. **Gwen Alexander**, Associate Dean for Public Services at Wichita State University. In the afternoon, we have **Michelle Swain**, Director of the Ark City Public Library and the 1<sup>st</sup> Vice-President of KLA, as our keynote speaker on "Library Censorship Issues and Solutions." Then a panel of librarians from public,

school and academic libraries will participate with attendees in a "Tell Us About Your Censorship Experiences" session. Find all the details on p. 3 of the newsletter. By the way, the only cost for this workshop is for the lunch and attendees have a choice of the whole day or just one of the sessions.

Other exciting news – the WALA program proposal for the Tri-Conference was accepted. The program is titled: "Librarians on Parade, a Fashion Show for 2006." It is scheduled for Thursday, April 6<sup>th</sup> at 4:00-4:50 p.m. in Room 202B of



the Century II Convention Center. Organizers for this program are **Sharon Ailslieger, Kendra Mork** and **Rita Severt**. We're going to really enjoy seeing some of our colleagues strutting their stuff in fashions suitable for library work from several local retailers.

WALA is continuing its work as a venue for area librarians to learn and network. If you have ideas for future programs or projects, please let me know. Your input is valuable to us!

## Announcement!! Announcement!! Announcement!!

Dear WALA Member,

WALA President and Board of Directors cordially invite you to join us  
for the **WALA 2006 Spring Workshop**  
on Wednesday, February 22, 2006  
8:30 a.m. – 3:00 p.m.

at the **WSU Metropolitan Center, Sudermann Commons Room**  
29<sup>th</sup> & Oliver (just south of K-96 Oliver exit)

For program details, please see page 3.

## Legislative Day in Topeka Coming Up Thursday, February 16

by Nancy Malone

Thursday, February 16 is the annual Kansas Library Association Legislative Day in Topeka. The library legislative agenda should be available after the KLA Governmental Affairs Committee meets on January 19. All WALA members are encouraged to consider attending this important event.

South Central Kansas Library System will again sponsor free transportation from the Hughes Metropolitan Complex, 29th & Oliver in Wichita, to the State Capitol in Topeka. SCKLS will also host south central area rural legislators and library advocates in meeting room 234-North from 10:45 a.m. to 1:15 p.m. at the State Capitol. SCKLS library supporters will be able to meet with their legislators and Paul Hawkins, SCKLS Director, will provide an overview of library legislative issues and their importance. Contact Nancy Malone, [nmalone@sckls.info](mailto:nmalone@sckls.info), for additional information and registration.



New state librarian **Christie Brandau** is presented with her Kansas Library Card at the 2005 KLA Legislative Day. Picture credit: *Nancy Malone*

## Wichita Public Schools Benefit From Bond Issue Projects

by Janet Fowler

The five year, \$285 million bond issue projects for the Wichita Public Schools is drawing to a close. As a result of the approval of the bond issue by Wichita voters and the recommendations of planning committees, the school district library facilities have been upgraded significantly and are now the hub of the schools. There are thirty-two new libraries and nineteen remodeled and upgraded facilities that are a result of the bond issue.

The new facilities are very user friendly and provide an inviting and effective learning environment for the students, staff and the community. The infrastructure in the new and remodeled facilities provides the necessary electrical and network connectivity to meet the needs of the technology in today's modern school libraries.

The packing, moving and shifting of library collections provided quite a challenge! In addition to their regular job duties, the eight member Library Media Services Moving Team assisted the school library staff by doing the packing, unpacking, reorganizing, etc., of the library collections. It was important that the needs of the students and staff be met while the library was in the construction/remodeling/relocation process. A temporary collection of books was assembled for use in some of the elementary schools. In some cases, the collection was not moved until the new library was completed. In one elementary, the collection was moved six times before the beautiful new library was completed!

A limited amount of new furniture

was purchased with bond funds. In most of the libraries, new student tables and chairs were the top priority. The tall bookcases and shelves and many of the double-sided mobile shelving units were existing furniture that was refinished by district staff. The quality and beauty of the refinished furniture is outstanding!

This year the district administration has focused on providing additional funds to purchase new library books in all of the schools.

In all cases, the hard work, inconvenience and frustrations were well worth the effort when the new library was finished and ready for the students, staff and community to use. The benefits of having these new facilities will be realized by students for decades to come!

## 2006 Spring Workshop

Wednesday, February 22, 2006

8:30 a.m. – 3:00 p.m.

WSU Metropolitan Center, Sudermann Commons Room

29<sup>th</sup> & Oliver (just south of K-96 Oliver exit)

A full day of information and sharing of key library issues and solutions, provided by the Wichita Area Library Association. There is no registration fee for the workshop.

Lunch will be catered at a cost of \$8.00.



8:30 – 9:00 a.m. Refreshments & Check-in

9:00—11:30 a.m. **“Social Marketing”**. Conducted by Dr. Gwen Alexander, Associate Dean for Public Services, WSU Libraries

*This presentation will focus on the needs and desires of the consumer, rather than the one-dimensional top-down marketing strategies used in the past. You’ll want to learn about the marketing mix for communicating with your library’s various “publics”, both external and internal.*

11:30 – 12:30 p.m. Lunch Break (on-site)

12:30 – 3:00 p.m. **“Library Censorship Issues and Solutions”**. Keynote Speaker: Michelle Swain, Director, Arkansas City Public Library & First Vice-President, Kansas Library Association

*Followed by a “Tell Us About Your Censorship Experiences” panel consisting of public, school, and academic librarians. A question and answer session will follow.*

Morning refreshments will be provided. Continuing education credit in the Library Employee Education Program (LEEP) will be offered to interested participants for the sessions. For further program information, contact Nan Myers at

316.978.5130 or email [nan.myers@wichita.edu](mailto:nan.myers@wichita.edu)

For Registration, contact Joseph Forte by February 17, 2006 at:

[forte@newmanu.edu](mailto:forte@newmanu.edu)

Detach and return by Friday, February 17, 2006

Name \_\_\_\_\_ Email \_\_\_\_\_

Library \_\_\_\_\_

I will be attending the following sessions:

9:00 a.m. – 11:30 a.m. “Social Marketing” \_\_\_\_\_

12:30 p.m. – 3:00 p.m. “Library Censorship Issues and Solutions” \_\_\_\_\_

LEEP (Library Employee Education Program) Credit \_\_\_\_\_

Catered lunch \$8.00 fee. Please make your check payable to WALA and enclose with your registration. Mail this form to: Joseph Forte / Newman University Library / 3100 McCormick Ave. / Wichita, KS 67213

## From the Editor

2006 promises to be busy and productive for *WALA News*. Starting this year, it will be published bimonthly. The volume's numeration will follow a WALA membership year: the next volume (v.15, no.1) will be the July/August issue published after the annual meeting and election of president, officers, and Board of Directors.

The Board of Directors approved my request for the Newsletter Committee. I am very excited to introduce to you my two young colleagues, Sai Deng, Metadata Cataloger, and Gemma A. Blackburn, Interlibrary Loan Assistant, both WSU. Gemma will help me as a reporter and proofreader; Sai will be responsible for production and web design. I will keep editorial responsibilities as before. Together we will be able to get the News on regular schedule and include more information in each issue.

As an informal channel for communication of city librarians, the News relies on your support. Send us your ideas, report about your needs, let us know about your accomplishments. We invite public, special, school, and academic librarians to share their news with WALA. If you have a unique collection, initiated a new project, have personnel changes, let us know. *WALA News* will be happy to make your news known to all membership.

The News distribution will not change. It will be delivered to your emails and archived on the WALA Website. Our host server is Blue Skyways, a service of the Kansas State Library. *WALA News* is archived in .pdf, the standard format for archived electronic publications. It will be stable for many years ahead.

*Susan Matveyeva, WALA News Editor*

## “WALA News” Committee and Their Colleagues Celebrate Chinese New Year at the Ablah Library

by Sai Deng

Members of the WALA News editorial team were born on three continents: Gemma is English, Sai is Chinese, and Susan is from Russia. The team joined WSU Libraries staff in celebration of the Chinese New Year on Friday, January 27, 2006.



WALA News Committee (from the left: Gemma, Susan & Sai) and Hongfei Li



Betty Sherwood (on the right), Curt Friehs and WALA News group

The party was prepared by staff from the Circulation and Interlibrary Loan departments. **Brenda Khan**, Day Supervisor, bought the Chinese decorations from Party City, and **Gemma A. Blackburn** and **Betty Sherwood** arranged the food table and display. **Hongfei Li**, System Librarian, and **Sai Deng**, Metadata Catalog Librarian, who are both originally from China, were surprised by the Americans' hospitality and appreciation of Chinese culture. **Mike Son**, Library System Assistant, who traveled to Beijing, Taipei and Hong Kong last year, and other library staff also attended the party.

Chinese culture and American culture influence each other more nowadays. **Curt Friehs**, Business Librarian, wearing a “Celebrate Freedom: Read a banned Book” sweatshirt, explained some of the banned books to Hong Fei and Sai, who happened to have read such books as *Brave New World* and *To Kill a Mockingbird*. Senior Administrative Specialist **Sylvia Epp** talked about Americans recognizing the value of a traditional Chinese practice Feng Shui, and using similar ideas in business and daily life. Associate Dean **Gwen Alexander** mentioned that some Americans enjoy celebrating Chinese New Year in their own way, sometimes in the absence of Chinese.

## Wichita Public Library WEBPAGE REDESIGNED

Same URL, new look: On December 12, the Wichita Public Library unveiled the new look for its website, [www.wichita.lib.ks.us](http://www.wichita.lib.ks.us), and response was immediately positive. A web designer and customer wrote, "it is a wonderful new look - clean, yet full of information." **Jeff Hixon** of the Kansas State Library complimented all involved while writing that he "[found] it gives a very strong and positive impression of the library."

Creation of the new site was a team effort between Library staff and the City of Wichita's IT/IS staff. Key goals included providing an interactive calendar, better access to information and more up-to-date graphics and color. A live test site was launched for staff and a small focus group of users to test the site's functionality and recommend improvements, and also to become acquainted with the site's features.

Those efforts paid off. The proof is in the numbers for new subscriptions to BookLetters, e-mail newsletters highlighting new books, CDs, DVDs and upcoming programs. While BookLetters was featured on

the main page both before and after the redesign, the functional layout and addition of BookLetters' archives helped translate into a 36.5% increase in subscriptions during December.

The Wichita Public Library already has its eyes on the future and is constantly dreaming up ways to continue enhancing its web presence. Stay tuned for more improvements in 2006.

## AROUND THE WORLD IN 87 DAYS The 3<sup>RD</sup> Annual Winter Reading Program @ The WICHITA PUBLIC LIBRARY

Read Books. Win Prizes.

The Wichita Public Library is inviting customers (and that means *you* too) to take part in its 3<sup>rd</sup> Annual Winter Reading Program. Read six books from at least three different continents – all of your choosing – to be eligible for monthly and grand prize drawings. All finishers of the program will receive a bag of prizes for participating. Complete rules,

grand prize listings and reading ideas are available on the newly redesigned website at [www.wichita.lib.ks.us](http://www.wichita.lib.ks.us). Customers can also sign up to receive sample reading lists weekly with the Around the World BookLetter, also available from the Library's website.

## The Frank Good Library at Botanica Received a Gift

Recently the Frank Good Library at Botanica, the Wichita Gardens acquired a collection of Frank Good's personal library books. This collection is currently in the process of being sorted and cataloged.

## Library at Botanica Invites Volunteer

Botanica would also welcome an MLS student, or any student interested in Library Science or related fields. The duties of this volunteer position could be discussed to meet the needs of the student as well as Botanica. For more information please contact Helen Pauls at [hpauls@botanica.org](mailto:hpauls@botanica.org).



Exercise on "aboutness." Katie Menon describes content of the book  
Picture credit: *Susan Matveyeva*



Nan is happy with her choice  
Picture credit: *Susan Matveyeva*

Those who attended the WALA holiday party on December 9, 2005, had a great time. The food was fabulous, the company was festive, and the book exchange was FUN. Someone out there is busy reading the Kitty Kelley biography of Nancy Reagan. Elaine Harvey, Library Assistant in the Chemistry Library, arranged for the party location at St. Paul's Lutheran Church in downtown Wichita. See more pictures at the WALA website!

### The Newman University Library Building Comes Down

by Joe Forte

The Library at Newman University is down and the time to start building a new one is close at hand. The new library will be the activity hub of the campus. It will be an inviting, comfortable place where students can check email, take courses, be tutored, type papers and do other computer work, search the Internet, conduct research, and participate in educational and cultural activities and programs. The library will be a functional environment for group and individual study and research with eight study rooms. It will have high quality print and electronic collections that are readily accessible as well as user-centered services that anticipate and respond to the needs of the Newman community, and it will have librarians with the education, skills, tools, and resources needed to provide the best service.

Although electronic information is rapidly supplanting print and other types of information, much quality material is still available only in print form and the library will continue to offer important information in a variety of formats. Its main commitment, however, is to build and enhance access to electronic resources. The complexity of the information environment requires that students have a planned instructional program to acquire the ability to seek and use this information. Disciplines are changing. Students are expected to employ sophisticated information-gathering techniques for their coursework. Students must learn critical thinking and research skills in their disciplines as preparation for a lifetime of changing information needs. It is the role of the library to teach students to acquire and use information.



Going.....



Going.....



Gone!!!!

Picture credits: Joe Forte

### Fundraising Success at the Andover Public

The Andover Public Library has received \$200,000 from the Forrest C. Lattner Foundation towards its new building campaign. The Lattner Foundation awarded a \$400,000 challenge grant to the library in December 2004.

A 12-member Major Gifts Team, consisting of community leaders and volunteers, identified, cultivated and solicited major gift donor prospects - those who could contribute \$5,000 and above. "It is a testimony to the enthusiasm and dedication of our campaign volunteers that we were able to raise \$200,000 in just four months," noted **Carol Wohlford**, Library Director.

The library has already raised or has verbal commitments of \$30,000 toward the second \$200,000 payment, and preliminary conversations have occurred with a number of additional major gift donor prospects. Donors at the \$5,000 and above levels have the opportunity to name areas within the new library.

Most of the fundraising to date has been done exclusively by the Major Gifts Team. Within the next few weeks, more than 50 community leaders and volunteers, who comprise the campaign team, will begin reaching out to the Andover community. These fundraising activities will include special events, neighborhood coffees, one-on-one contacts, personal letters and direct mail solicitations.

Andover residents passed a three-quarter cent sales tax, which took effect the first of this year, to go toward the new public library.

### The New Goddard Public Library will open its door in March

The staff of Goddard Public Library are excited to be moving to a new facility on February 28th. The library will be closed February 24<sup>th</sup> through March 5<sup>th</sup>.

The new address will be 118 N. Main; P.O. Box 443, Goddard, Kansas 67052, so please update your address books.

The phone number will not be changing.